BROADCASTING
and
Broadcast Advertising

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Ill-Will Prevails as Press Hearing Looms

'Token' Start Seen; FCC's Authority Challenged; Delay Doubtful

IN AN ATMOSPHERE of undisguised ill-feeling, the FCC's inquiry into the propriety of newspaper ownership of broadcast stations is scheduled to get under way this Wednesday on a "token" basis, but with a pending motion to quash the proceedings to be cleared prior to the opening gavel.

Principal participants already have challenged the FCC's jurisdiction to "discriminate" against newspapers as station owners, and the American Newspaper Publishers Assn., in behalf of the nation's press, has petitioned the Commission to postpone the proceedings until the question of jurisdiction is settled.

Other primary participants, including the Newspaper-Radio Committee and FM Broadcasters Inc., likewise strongly oppose any action that would forestall newspaper ownership either of standard or FM stations. The Newspaper-Radio Committee did not file an appearance as such, and it reserved its legal rights on jurisdiction in its petition. Only others filing appearances up to Friday night were WGN of the *Chicago Tribune* and WLAW of the *Lawrence* (Mass.) *Eagle* and *Tribune*.

Remote Chance of Delay

There is the possibility, though remote, that the Commission will postpone the opening date, on the ANPA motion filed by Elisha Hanson, the association's general counsel. This was doubted, however, since the Commission held at the time it issued its investigation order last March that it was endowed with the power to conduct the legislative proceedings. Two members—Commissioners Craven and Case—dissented.

It had been more or less inferred that neither side—the FCC nor the industry—is prepared for the full-dress investigation encompassed in Order 79 and the more recently issued 79-A. Because the Newspaper-Radio Committee formally did not press for another postponement, none was granted up to last Friday.

On the other hand, FCC Chairman James Lawrence Fly indicated at his press conference Monday, July 14, that he expected the hearings to run a week or so and then be adjourned to give the Commission time to "read the record" and frame further questions. This was interpreted as meaning that the hearings simply would be opened on a token basis and that the actual inquiry would not get under way until fall, to avoid the hot Washington summer and also to give the Commission additional time.

There was also the possibility of litigation to forestall the taking of testimony. It was considered likely that before the proceedings actually get under way, the motions on jurisdiction will be pressed.

Several Possibilities

As things stood last Friday, however, the Commission had not acted on the strongly-worded motion of ANPA to stay the proceedings and hear arguments on the jurisdictional question. The Commission holds its regular meeting Tuesday (July 22) and might dispose of the motion then. Or it might decide to await the convening of the inquiry Wednesday morning in the National Archives Bldg. before making known its ruling.

There are several possible ways of disposing of it. The Commission might ignore it entirely because of the unorthodox nature of the proceedings, or it might rule that it had already decided the question of jurisdiction in its own favor when it instituted the proceedings March 20. Then, there is the possibility that it will hear arguments, authorize filing of briefs and postpone the hearing date until after it has reconsidered the jurisdictional question.

Meanwhile, a substantial segment of the nation's press, as well as newspaper-owned stations, reached a new crescendo in indignation over the Commission's investigatory tactics. The Inquiry Division still had some 12 or 15 "investigators" in the field, swooping down on newspaper-owned stations, networks and press associations to obtain evidence for the inquiry.

Subpoenas Ready

It was ascertained [BROADCASTCASTING, July 14] that subpoenas had been sworn by the Commission, but as BROADCASTING went to press no confirmation of service had been received. On the Commission's behalf it was stated that there was little likelihood of service, since the Commission did not wish to discommode station operations, but that it was determined to procure the necessary data. So far as known, this marks the first time the Commission has ever used this method to gather preliminary data.

It was evident also that the FCC itself was split on procedure in the newspaper inquiry. In what amounted to a test vote on holding of the hearings as scheduled July 23, it was reported, the Commission split three to three, with Chairman Fly and Commissioners Walker and Payne voting for the hearing as scheduled and Commissioners Craven, Case and Wakefield registering against. Because of the tie vote (the seventh post is vacant since the expiration of the term of Commissioner Frederick I. Thompson June 30), the hearing date stood, according to this report.

A battle of legal lights is expected to launch the proceedings. Chairman Fly, a lawyer in his own right, is expected to take control with the opening gavel, as he has at other proceedings during his two-year tenure.

Mr. Hanson pointed out in his appearance that he had filed simultaneously his motion to have the Commission vacate its order, on behalf of ANPA, which he said represented more than 425 publishers whose periodicals represent in excess of 80% of the total daily and Sunday circulation of newspapers published in the United States. Many of the members of ANPA,

Where and When

THE FCC's inquiry into newspaper-ownership of stations, pursuant to Orders 79 and 79A, will be held beginning Wednesday, July 23, in the auditorium of the National Archives Bldg., Pennsylvania Ave. and Seventh St N.W. The FCC announced the hearings will be held at 10 a. m. and close at 4:30 p. m. Chairman Fly estimates the hearings may run a week, and then be adjourned to give the FCC time to digest the preliminary records. Presumably the hearings would be resumed in September.

Drawn for BROADCASTING by Sid Hix

It's a Commission Investigator. He Thinks There's a Secret Panel Into a Newspaper Building Next Door!"

he said, now hold broadcast licenses and some of them hold FM licenses, while others are applicants.

Vital to Publishers

Asserting that the purpose of the hearing, as announced in the two orders and as evidenced by the 14-page searching questionnaire dated June 28, presents an issue vital to all newspaper publishers, Mr. Hanson declared this was so whether or not they are radio licensees or applicants.

"It is the contention of ANPA," Mr. Hanson stated, "that the FCC is without power under the Constitution of the United States to lay down a policy, the purpose of which is to bar persons, firms or corporations engaged in the newspaper publishing business from engaging in the radio broadcast business."

ANPA contends, he added, that by reason of the precise terms of the Communications Act, under which the Commission functions, it is prohibited from laying down such a policy. He said ANPA is "prepared to support its contentions and to that end has directed this notice of special appearance for that purpose."

In the petition filed by the Newspaper-Radio Committee, Mr. Hough said the group represents approximately 100 entities and was formed by persons interested in both newspaper and broadcast operation, for the purpose of presenting to the Commission general contentions. He said it did not represent any specific license, applicant or prospective applicant.

Mr. Hanson, for ANPA, proposes to argue his motion before the formal taking of testimony is begun. The Newspaper-Radio Committee, in the petition filed last Friday by Harold V. Hough, chairman, set out that its counsel would not be in a position to make an affirmative presentatin of evidence on July 23, but that it woud be prepared to argue the statutory authority of the Commission against imposition of any "administrative discrimination" between the treatment accorded stations affiliated.

Might Delay FM

At the counsel table for the Hough committee will be Judge Thomas D. Thacher, formerly Solicitor General of the United States; Sydney M. Kaye, vice-president and general counsel of Broadcast Music Inc., and Abe Herman, Fort Worth attorney for the *Star-Telegram*.

In behalf of FMBI, John Shepard 3d, president, said that any discrimination against newspapers as licensees of FM stations would deter advancement in the new field of FM, Philip G. Loucks, former NAB managing director and general counsel for FMBI, will appear for that organization. Notice also has been served on Mr. Loucks by the FCC that he might be asked to testify as an expert witness, presumably in view of his background as former NAB managing director.

Press-Radio Committee Petition Filed With FCC

Following is the full text of the petition for the newspaper-divorcement hearing filed with the FCC July 18 by the Newspaper-Radio Committee:

The petition of Harold Hough, as chairman of and on behalf of, the Newspaper-Radio Committee, respectfully shows:

1. In accordance with the provisions of the "procedure for hearings under Order No. 79," dated July 1, 1941, the Newspaper-Radio Committee hereby makes written request for the right to be heard at the investigation under Order No. 79.

2. The Newspaper-Radio Committee, as set in its petition, verified June 13, 1941, was formed by a group of persons interested in both newspaper and radio broadcasting operation for the purpose of presenting to the Commission the general contentions of this group and is not authorized to represent any specific licensee, applicant for a license or prospective applicant for a broadcasting license upon any question not affecting the interests of the group as a whole. Approximately 100 such persons have affiliated themselves with and are supporting the Newspaper-Radio Committee.

3. The Newspaper-Radio Committee desires to present to the Commission, at the opening of the hearings, a statement by its counsel regarding the statutory authority of the Commission and the limitations of such authority with respect to matters referred to in Order No. 79 and specifically setting forth argument to establish

A—That the FCC had not been authorized by the Congress to apply to applicants for licenses who are connected with newspaper publication any rules or regulations which are different than those generally promulgated by the FCC with respect to the right to apply for, hold and obtain, renewals and transfers of licenses in the various fields of broadcasting by any other persons.

Violates Constitution

B—That the imposition of any special regulations and restrictions in the field of radio broadcasting applicable only to newspaper publishers or those interested in the publication of newspapers would constitute an abridgment of the freedom of the press and a deprivation of liberty and of property without due process of law, contrary to limitations imposed upon Congress by the Constitution of the United States.

4. The Newspaper-Radio Committee, as set forth in its petition to the Commission, verified June 13, 1941, will not on July 23, 1941, the date set for the commencement of hearings, be in a position to make an affirmative presentation of any evidence, and the Newspaper-Radio Committee is not in a position on the date of this petition to specify what evidence or information it may desire to produce, the pertinency and relevancy of such evidence or information, the names of its witnesses, or the volume and character of its documentary evidence.

Any evidence presented by the Newspaper-Radio Committee, however, will be presented by competent persons engaged in the field of broadcasting or in the field of newspaper publication or by recognized experts in such fields, and such evidence will be pertinent to the matters set forth in Order No. 79 and will not be cumulative or repetitious. The Newspaper-Radio Committee is engaged in gathering pertinent information and has engaged experts to make studies with respect to the matters referred to in Order No. 79.

Additional Evidence

5. The Newspaper-Radio Committee desires the right, as evidence becomes available to it and to the extent that the introduction of such evidence will, in its opinion, contribute to the purposes of the hearings under Order No. 79, upon written notice to the Commission, to present evidence and information by oral testimony, by opinion testimony of experts and by documentary and other evidence.

6. It is the belief of the Newspaper-Radio Committee that the evidence gathered by it will tend to prove that the operation of radio broadcasting stations owned by persons interested in newspaper publication has fully met the statutory test of public interest, convenience and necessity in at least as great a measure as the operation of radio broadcasting stations owned by persons not interested in newspapers has met that test and that there is no basis in fact or in law for any administrative discrimination between the treatment accorded to stations affiliated with newspapers and those that are not so affiliated.

7. The Newspaper-Radio Committee submits this petition in compliance, to the extent now possible, with Paragraph 1 of the "Procedure for Hearings Under Order No. 79," dated July 1, 1941, and respectfully reserves the right to avail itself, from time to time hereafter, of the privilege of requesting special leave to present evidence and to be heard in accordance with the provisions of Paragraph 4 of said "Procedure for Hearings Under Order No. 79."

8. The Newspaper-Radio Committee respectfully reserves, in making this petition, any and all legal rights with respect to the power of the Commission under Order No. 79 and under the investigation proposed thereunder, and the Newspaper-Radio Committee states that this petition shall not be deemed an appearance or submission to jurisdiction on behalf of any member or supporter of the Newspaper-Radio Committee.

Counsel for ANPA

ELISHA HANSON

Mr. Hanson filed both his motion to vacate the inquiry order and his appearance with the Commission on July 15. The Commission met that day, but its Law Department had not had opportunity to appraise his motion and it was indicated the matter would not be considered until this week.

After stating the committee was prepared to argue the question of the Commission's jurisdiction, the appearance set forth that the committee would not be in a position to make an affirmative presentation of "any evidence" at the opening of the hearing and that it would not be in a position to specify what evidence or information it might desire to produce.

The committee contended that the evidence which will be gathered by it will tend to prove that the operation of stations by newspaper interests has fully met the statutory test and that there is no legal basis for "any administrative discrimination".

Finally, it reserved all legal rights with respect to the power of the Commission and said that its petition should not be deemed "an appearance or submission to jurisdiction on behalf of any member or supporter of the Newspaper-Radio Committee".

Text of Hanson Motion

FOLLOWING is the full text of the motion filed July 2 with the FCC by Elisha Hanson, general counsel of American Newspaper Publishers Assn. asking the FCC to vacate its newspaper divorcement order and terminate the proceedings:

Comes now the American Newspaper Publishers Assn., by Elisha Hanson, its general counsel, and moves that the Commission vacate its Orders No. 79 and No. 79-A and terminate the proceeding instituted thereunder.

In support of said motion, said association respectfully points out:

1. The Commission is without authority under the statute governing its operations to conduct such an inquiry as it has embarked on pursuant to Order No. 79, or to take testimony or other evidence in connection therewith as provided for in its Order No. 79-A.

2. The Commission is without authority under the statute governing its operations to enter any order or adopt any policy or rules for its guidance in the consideration of applications now pending, applications that may be filed in the future, or renewal applications the purpose and effect of which would be to extend the limitation on the holding and transfer of licenses as that limitation is set forth in Sec. 310 (a) and (b) of the Communications Act of 1934, as amended.

3. The Commission is without authority under the statute governing its operations to enter any order or adopt any policy or rules for its guidance in consideration of matters arising under Sec. 311 of the Communications Act of 1934, as amended, the purpose and effect of which would be to extend the provisions of that section to persons other than those specifically referred to therein.

Policy Powers

4. The Commission is without authority through statements of policy, the adoption of such policy or policies, or through the adoption of rules and regulations to legislate on the question of who shall or shall not be entitled to receive approval of applications for radio broadcast licenses, of whatever kind or description, or approval of applications for renewal or transfer of such licenses.

5. The Commission is without authority to adopt either a policy or rules providing for the classification of per-

(*Continued on page 51*)

Nets Gloomy but Rules Delay Is Seen

Little Progress Gained In Conferences With Chairman Fly

ANYTHING but optimism prevailed among the major networks last Friday after their top executives had conferred three successive days with FCC Chairman James Lawrence Fly on modification of the radical network monopoly rules, still scheduled to become effective Aug. 2.

When the secret informal conferences recessed Friday forenoon, to be convened again Monday (July 21), only one topic—time options—had been discussed, and no solution was in sight even on that issue.

Possible Solution

Though Chairman Fly steadfastly has declined to recede from the "principles" enunciated in the eight rules, several of which are no longer in controversy, it nevertheless was expected that before the Aug. 2 deadline something would be worked out. Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, who instigated the conference method, has not participated in the sessions but is sitting on the sidelines, keeping posted on every development.

NBC and CBS representatives appeared pessimistic because of the slow progress, while MBS conferees, apparently supporting the rules in toto, were represented as just as well satisfied to see them go into effect as written.

Chairman Fly himself has presided over the sessions, which were begun Wednesday afternoon at a three-hour session; continued Thursday afternoon for a 4½-hour session, and then resumed at 9:30 a.m. Friday for two hours.

At the initial meeting his Commission collaborator was General Counsel Telford Taylor. Because of the latter's absence from the city Thursday and Friday, Thomas E. Harris, senior assistant general counsel, sat in.

Participants for NBC throughout the sessions were Niles Trammell, president; Frank E. Mullen, vice-president and general manager, and F. M. Russell, Washington vice-president. The CBS committee consisted of William S. Paley, president; Edward Klauber, executive vice-president; Harry C. Butcher, Washington vice-president. For MBS, the representatives were Fred Weber, general manager, and Louis G. Caldwell, general counsel—the only outside attorney to participate.

With the clock ticking on, restiveness in the industry over the failure to procure a postponement or reach an accord was becoming increasingly evident. It is understood that a substantial number of affiliates already have notified NBC and CBS that existing contracts will be cancelled as of midnight Aug. 1, pursuant to the rules as now written, and that operation thereafter must be on a catch-as-catch-can basis, within the limitations of the regulations.

On the other hand, it was clear that many affiliates—perhaps the majority of them—would seek to work with their networks on a "gentleman's agreement" basis, clearing time as usual until the whole subject of the regulations is clarified, either by Commission edict, court decree or legislative action.

Still Hope for Relief

Few stations propose to "pull the plug" on the networks, it is indicated. But the consensus appears to be that something should be done in advance of Aug. 2, one way or the other, so that stations which find it necessary to discontinue network service, particularly NBC operation, will be in a position to fill in.

Despite the seeming unwillingness of Chairman Fly to recede from his stand, implying White House support, it was felt that some sort of relief would come before the Aug. 2 deadline. For example, Chairman Fly, in his testimony before the Senate Committee, committed the Commission to postponement of the forced sale of the Blue Network, as well as of managed and operated stations, but he wants this accomplished now on formal petition.

Unquestionably, that will be done, one way or the other, before Aug. 2, relieving those stations now on NBC from the necessity of discontinuing service altogether because of the dual network operation ban in the same market.

No participant in the sessions would discuss the precise ground covered, evidently because of the understanding that the conferences should be regarded as executive. But it was clear that they were not sanguine over the ultimate outcome.

If, with the resumption of sessions July 21, little progress is made, there is likelihood that both of the networks, and possibly certain of the affiliates, will seek to enjoin the FCC from making its rules effective in proceedings brought either in New York or Washington, or perhaps some remote place. The Commission's jurisdiction would be challenged, along with the claim that invoking of the rules would result in irreparable injury not only to themselves, but to the listening public.

While there are eight rules to be covered in the conferences, all of the time thus far has been devoted to the time option issue. The MBS position was represented as being in favor of full time options in those cities having four outlets or more, but of wide-open competition for outlets in cities with less than four fulltime outlets. Cities in point are Salt Lake City, Spokane, Cleveland, Houston and Birmingham which, it is understood, have been cited by MBS as markets where they are now frozen out of a full-schedule basis.

Apparently, Chairman Fly is not in accord with such a proposal, because of his contention before the Senate Committee hearings on the White Resolution that five or possibly six nationwide networks could be accommodated. Engineering studies by the FCC, it is understood, undertaken at Chairman Fly's behest, have failed to yield the possibility, within the framework of the domestic broadcasting band, of setting up more than four comprehensive national networks.

The question of postponement of the regulations evidently has not yet been covered. Presumably Chairman Fly wants to clear the more important issues in connection with the rules before touching upon it, meanwhile keeping the entire industry in a state of aggravated jitters.

Promises Plenty of Time

At his press conference last Monday [July 14], which preceded the Wheeler-inspired conferences by two days, Chairman Fly said he had heard nothing further from the Senate Committee about reopening of the hearings which were recessed June 20 subject to the call of the chair. But he said he was "making progress" on conversations with the network presidents, having conferred previously with Mr. Trammell and Mr. Paley on separate occasions.

When he was asked about FCC consideration of postponing sale of the Blue, he said he had heard of no formal move to reconsider the Commission's order, but that the matter had been mentioned by NBC in its conversations. He said he had repeatedly stated that ample time would be provided so that an orderly disposition would result and that it had never been assumed that the network should be disposed of under pressure. As long as there is "good faith", he said, time would be allowed.

Indicating that the FCC did not propose to move except on formal pleading, he said there had been no application for postponement and that the Commission would not postpone any of the rules on its own motion. He reiterated that he expected compliance in principle with the regulations and that there might be some modifications in the rules but no change in principle.

Meanwhile, no word whatever was forthcoming from the White

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House Group Drops Proposals To Tax Radio and Advertising

ELEVENTH-HOUR efforts to include in the new $3,500,000,000 revenue bill taxes on gross incomes of broadcasting stations and networks, as well as on all advertising expenditures, were knocked out by the House Ways & Means Committee last week, according to reliable reports.

With some Treasury backing, it was reported, a preliminary proposal to tax gross billings of broadcasting stations, with a view toward raising 10 to 15 million dollars, had been proposed as an alternative for a franchise tax, previously knocked out. Also projected had been an over-all excise on expenditures for advertising, to be taxed either at the source or on the basis of agency billings. This, it was reported, might return something like $60,000,000 in additional income to the Treasury.

Discriminatory

Both proposals, after cursory consideration, were dropped, according to committee members. Presumably, they were regarded as discriminatory and too much in the sphere of special levies.

Under the broadcasting industry proposal, networks might have been taxed substantially, over and above regular schedules, which will be doubled in some instances under the projected revenue law. Clear-channel outlets and the more thriving regionals likewise would have been hard-hit, it was pointed out.

The new measure now is before the legislative drafting service, with the bill probably to be reported to the House by July 22. Final action in the House is expected by July 28, when the bill will go to the Senate.

Whether the projects for special taxes on advertising—apparently endorsed by consumer groups—and on radio will crop up before the Senate Finance Committee is problematical. Senator George (D-Ga.), acting chairman of the Senate Committee, is understood to favor, along general lines, the measure as drafted by the House.

It also was considered likely that the President's move to have placed in the bill the Treasury Department's proposal for the excess profits method of computation, on the basis of invested capital, would fail. The biggest single controversy now before the House Committee, it it reported, is that dealing with mandatory joint husband-wife returns, as against filing of separate returns, now permitted.

With additional billions being spent for defense purposes, it is recognized in Washington that every conceivable revenue source will be tapped in next year's revenue measure, if not in a supplementary bill later this session. It is conceivable, it was pointed out, that in the quest for new revenues, special excises will be imposed and that the advertising-broadcasting industry plans may be revived.

Defense Committee Seeks Solution to Technician Dearth

Change in Union Rules Among Measures Recommended

WITH AN IMPENDING shortage of radio technicians foreseen because of national defense requirements, steps are being taken by the recently created National Defense Committee of the NAB to assist in development of an adequate reservoir of technicians for both Government and industry.

This disclosure was made last Wednesday following a two-day meeting of the committee, headed by John Shepard 3d, Yankee Network president. The effect of enlistments, draft and call to active duty of broadcast technicians already has been felt in the industry and is likely to become even more severe, it was learned. The Army Signal Corps, for example, now has only about 10,000 radio technicians in training, with its estimated requirements about 42,000.

Women Next?

In a conference last Tuesday with Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer, the committee offered to cooperate in every manner possible in training and enrolling new technicians for the war emergency, as well as to assure the industry of sufficient manpower.

Among other things, it was decided to confer with representatives of the International Brotherhood of Electrical Workers, parent AFL union, and possibly other unions, about revisions of union requirements, which would make possible use of apprentice operators and engineers for stations. Also discussed was the possibility of developing women as broadcast operators.

At its two-day meeting the committee, created earlier this month by NAB President Neville Miller under authorization from the NAB convention in St. Louis last May, reaffirmed the industry's pledge to give priority to Government programs dealing with the essentials of national defense. A "priorities" resolution was adopted for guidance of the industry.

The committee brought out that Government agencies have made so many requests for time on the air that many stations were finding it impossible to accede to all and at the same time preserve a balanced program service. It was pointed out that balanced service is essential if large listening audiences are to be attracted, without which Government programs and announcements would be ineffective.

The committee recommended that all stations give priority to Governmental programs in this order: (1) Enlistment of manpower for both the armed services and national defense industries; (2) defense financing, such as the sale of defense bonds; (3) morale building; (4) activities of Government agencies not primarily connected with national defense.

The committee approved the resolution adopted Monday by the NAB Executive Committee, reaffirming the "industry's desire to continue its present practice of making its facilities available at no cost to Government agencies engaged in promoting the national defense program".

The NAB pointed out that radio is playing one of the major roles in national defense, giving unsparingly of its time to arm the nation. It stressed the leading part that had been taken in recruiting soldiers and sailors and making selective service successful.

Members of the committee, which held its organization meeting in Washington last week, in addition to Chairman Shepard, are H. Vernon Anderson, WJBO, Baton Rouge; Leo J. Fitzpatrick, WJR, Detroit; A. J. Fletcher, WRAL, Raleigh; Ben Ludy, WIBW, Topeka; F. M. Russell, NBC, and Harry C. Butcher, CBS. All were present but Mr. Fitzpatrick, detained in Detroit because of the death of a friend.

NAB DEFENSE GROUP RESOLUTION

FOLLOWING is the text of the resolution adopted by the NAB National Defense Committee at its sessions in Washington July 15-16:

Whereas, in accordance with its traditional policy of public service, the radio broadcasting industry is assisting the national defense program of our country; and

Whereas a large number of Governmental agencies are increasingly requesting time on the stations of the nation to broadcast programs and announcements; and

Whereas so many requests in fact have been made that many stations are finding it impossible to grant all of said requests and at the same time maintain balanced program service to the listening public; and

Whereas the NAB National Defense Committee recognizes that each station desires to carry as many programs and announcements from Governmental agencies as possible, consistent with the imperative obligation of each station to maintain well balanced program service that will continue to attract and hold large listening audiences, without which governmental programs and announcements would lose much of their listener attention and effect;

Therefore it appears to be desirable to recommend to the stations a general classification indicating which Government programs and announcements should be given priority;

Now therefore be it resolved, that the NAB National Defense Committee recommends to the various stations throughout the country that programs submitted by Governmental agencies be given priority substantially in the following order, to wit:

A—Man power: (1) enlistment in armed forces—Army, Navy, Marine Corps; (2) civilian employment in national defense agencies; (3) civilian training for national defense jobs in private industry; (4) employment or enlistment in Government agencies such as Maritime Service.

B—Defense Financing. C—Morale. D—Activities of government agencies not primarily connected with national defense.

It is recognized that broadcast discussions of public questions are essential to the proper functioning of the democratic process.

Nothing in this recommendation should be construed as modifying in any manner the industry policy as set out in the Code of the NAB to fairly present both sides of controversial subject.

Resolved further, that this resolution be brought to the attention of all Governmental agencies which publicize Governmental activities and that the NAB National Defense Committee cooperate with the various Governmental agencies to accomplish the most effective use of radio for national defense;

Resolved further, that this committee recognizes that authority to accept or reject programs is properly vested in each station license and that good judgment will be exercised in the interest of the broadest and most effective cooperation for the public welfare.

STELLAR TRIO of diamond heroes met in Detroit at the WXYZ mike the day Dizzy Dean (center) was signed by Falstaff Brewing Corp., St. Louis, as baseball commentator. Here he is interviewed by Harry Heilmann (left), former American League slugger now broadcasting on WXYZ and Michigan Network. Dean and Ted Williams, Red Sox hitter, were interviewed on Heilmann's *Fan on the Street*, WXYZ and Michigan Network quarter-hour. Williams had just won the All Star game with a ninth-inning home run. The program is sponsored by Altes beer and produced by Neff Radio Productions.

Peace Attends

WHEN President Roosevelt administered the oath of office as associate justice of the Supreme Court to Senator James F. Byrnes of South Carolina at ceremonies in the White House, recently, one of the South Carolinians present was Roger C. Peace, publisher of the *Greenville News-Piedmont*, and owner of WFBC.

Commentator's Offer

DOROTHY THOMPSON, columnist and radio commentator, has offered her services to NBC for a series of broadcasts from London, where she is visiting for four to six weeks. NBC is considering the offer, but had not decided definitely to carry the series when BROADCASTING went to press.

ROBERTO STIGLICH, MBS South American representative who has been in this country since February, has returned to Lima, Peru, to establish Mutual offices at Santa Teresa, 587, that city.

Data on Priorities For Radio Ample

OPACS Not to Call Meeting Of the Entire Industry

OFFICE of Price Administration and Civilian Supply has decided it is unnecessary to call a conference for the entire radio industry, similar to the recent automobile, refrigerator, and household equipment industry conferences [see page 22], the Radio Manufacturers Assn. priorities committee announced last week.

OPACS officials have assured the RMA that radio is considered an "essential" industry and that there will be preference allocation to maintain supplies of radio repair and maintenance parts to keep in operation receiving sets now in the hands of the public [BROADCASTING July 14].

Ample Data on Hand

Reason for the OPACS decision not to hold a radio industry conference, according to RMA, is that the trade group through its priorities committee, has already submitted extensive briefs, memoranda and statistics on radio requirements for civilian use. RMA has also held conferences with many OPACS officials in presenting the industry's problems growing out of the scarcity of material because of the defense program.

OPACS conferences with other industries, it was said by RMA, have for one of their principal aims the appointment of committees similar to one named several months ago by RMA. It was said that RMA is regarded as well in advance of other industries in making known its civilian needs to OPACS. In addition, further conferences have been arranged by Chairman Paul V. Galvin, of the RMA priorities committee, with OPACS officials and additional radio industry data will be submitted by the RMA materiel bureau.

Writers, AAAA Adopt Statement of Practices

FOLLOWING a series of conferences between representatives of advertising agencies and radio writers, a "statement of practices" was finally approved last week by the Radio Writers Guild and the American Assn of Advertising Agencies. The statement is not binding in that support of it by agencies and writers is purely voluntary and is "dictated solely by a mutual desire on the part of both groups to be fair and to fulfill their responsibilities."

The statement emphasizes chiefly that agreements between writers and agencies should be in written form and should be specific to eliminate mistakes and controversies. It involves no restrictions which the two groups "should not voluntarily adopt," and is aimed "at promoting sound relations between agencies and freelance radio writers without sacrificing their freedom to negotiate according to individual needs."

we sell pianos

—in memphis, nova scotia and new york

The skeptics said, "Now, really!"

The agency said, "Well, can't we . . ."

Please read carefully. It's the most amazing thing—

The pianos sold for $295 and up—mostly up, and WOR evening-time was used to sell them.

Did they use an orchestra? Name stars? Lush?

No, Edgar. They used a piano; a piano which a little lady played and asked quietly would you maybe want a booklet describing the piano.

The announcer suggested that anybody who was interested might—hold everything—might BUY A PIANO! Such tact!

Well, that program stayed on WOR once each week. And in seven months this happened . . .

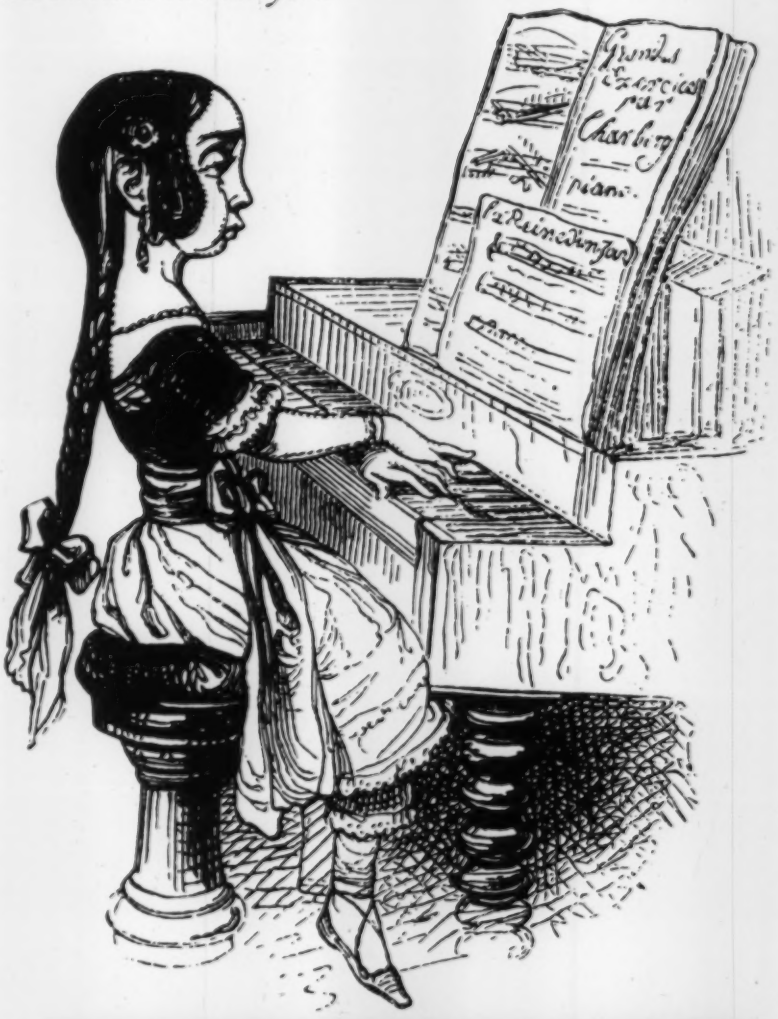
During the first month on WOR sales jumped 20% in Metropolitan New York.

At the end of two months sales had hiked themselves 47%.

And four months later the gain stood at 70%.

Inquiries poured in from Memphis, Nova Scotia and even—even New York! And sales were made in Memphis and Nova Scotia and even New York.

This incident is not told to stir you to crash into WOR with a lady at the piano. It is told because so costly and hard-to-sell a product as a piano sold just as easily on WOR as dresses and lipstick and insurance and overalls.

Our address is 1440 Broadway, in New York.

WOR

They Had to Do Something—And Quick

So Noxzema Turned to the Airwaves, Quickly Solving Sales Crisis

SEVENTEEN YEARS ago a young advertising executive from Ruthrauff & Ryan—full of enthusiasm and with a confident air—walked up the white steps of a Baltimore brownstone converted into a factory and office on Oriole City's N. Lafayette St. to solicit a new account. Inside, he introduced himself to a kindly gentleman in the front room made over into an office. Thus started a relationship between client and agency unique in the annals of advertising.

Dr. G. A. Bunting, president of the Noxema Co., was convinced he had the successful chemical formula for a greaseless sunburn cream which he had originated in his corner drug store on Charles St. a few years before and which was widely used in and around Baltimore.

Ruthrauff & Ryan was confident that it could supply the successful advertising formula.

Factory in Dining Room

In 1923, the year before R & R took over the account, sales were $65,000 with a $25,000 advertising appropriation. Besides Dr. Bunting, the staff consisted of his office assistant, one salesman and a truck driver who lived on the second floor. The preparation was mixed in the dining room. This year Noxzema's sales in the United States and Canada will be well over $2,000,000 and the advertising appropriation approximately $600,000, two-thirds of which is being spent on radio.

Administration of the Noxzema account under Ruthrauff & Ryan's direction is unusual in this respect—the agency decides how much shall be appropriated and how it shall be spent. It is Dr. Bunting's theory that those responsible for a company's advertising should assume full responsibility for the size of the budget as well.

He doesn't believe in tying the hands of his agency in matters of appropriation. He doesn't even O.K. his ads. That, he believes, is the agency's responsibility.

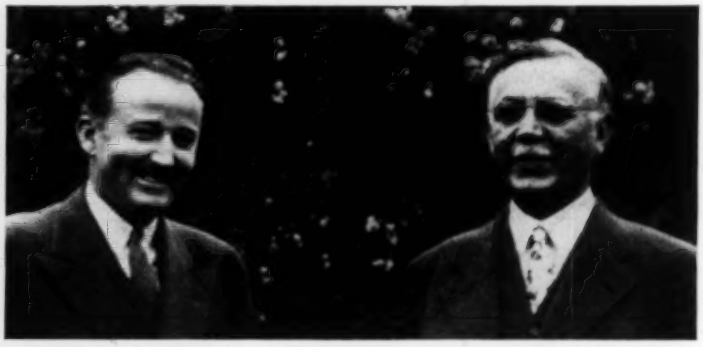
In Ruthrauff & Ryan's office are duplicate ledgers of the company which are sent to Baltimore once a month to be posted. This *could* mean that the agency might step out and constantly increase the appropriation to increase its own commission.

What it *has* meant is that the agency has carefully planned the appropriation, increasing some years, retrenching others. A glance at the record shows the result: In the 17 years that the account has been with R & R, sales have shown an increase every year with the exception of two.

The ability to make quick decisions and effectively to enact those decisions has been in great part responsible for the successful management of the account.

"Such a decision was made in 1938," said Ray Sullivan, vice-president of R & R and Noxzema account executive, "when we used radio to solve our problem. That year the company was faced with a situation that every manufacturer at one time or another has encountered. Because of unfavorable weather and other factors sales were lagging and dealers were left with heavy inventories. The sales force was having a tough time and was beginning to lose its zip.

"We decided that something had to be done and done in a hurry. We put 90% of our appropriation in radio, and sponsored *Prof. Quiz* on CBS. Sales immediately jumped about 40%. The log-jam was broken. At the same time, the radio promotion infused enthusiasm into the sales force. We have found that there is a psychological twist in the use of radio that stimulates the sales force—the salesmen like radio advertising.



SUCCESSFUL SMILES at Noxzema sales light up the faces of Ray Sullivan, vice-president of Ruthrauff & Ryan, New York (left), and Dr. G. A. Bunting, president of the Noxzema Co., Baltimore. Sales of the sunburn cream were $65,000 in 1923, the year before R & R took over the account, and this year will be over $2,000,000 in U. S. and Canada.

Sales Momentum

"Another important but rarely mentioned advantage of radio promotion which we have noticed is the continuation of the sales momentum after the sponsor goes off the air. An advertiser who is considering media for a short campaign would do well to keep this in mind. Noxzema sales continued to increase by 15% after we went off the air and after our advertising had been cut by 10%.

"We tested *Quiz of Two Cities* for Noxzema last fall. This program, first heard in Baltimore-Washington in October 1938, under sponsorship of another Ruthrauff & Ryan client with local distribution, immediately caught on. The predictions of the program's success [BROADCASTING, Aug. 15, 1940], are more than being fulfilled. The Noxzema sales curve has zoomed right off the graph in markets where the weekly half-hour quiz is heard. In Minneapolis-St. Paul sales have doubled, in Buffalo-Rochester sales are up 40%. Out on the Coast, the program has the highest rating on the Don Lee Network."

At present the *Quiz of Two Cities* is heard in Minneapolis-St. Paul, WCCO; Boston-Providence, WNAC-WEAN; Hartford-Springfield, WTIC; Los Angeles-San Francisco, KHJ-KFRC; Detroit-Cleveland, WJR-WGAR; Dallas-Ft. Worth, WFAA-WBAP; Buffalo-Rochester, WBEN-WHAM; Seattle-Portland, KOMO-KGW.

In New York the program is called *Battle of Boroughs* on WABC; in Chicago, *Northside vs. Southside Brain Battle* on WBBM.

The *Quiz of Two Cities* has all the necessary elements for successful radio promotion and it is an excellent example how a national advertiser can use a local program to produce results—it capitalizes on civic pride and competitive spirit, it offers numerous merchandising opportunities. Even the commercials are localized—local names, places, and happenings are mentioned in the copy.

"We hope to expand the quiz to include additional markets this fall," Mr. Sullivan said.

A Wide Appeal

"For the advertiser, radio has a flexibility not present in other media. Thus, it is possible in a radio promotion, to appeal to both men and women—to divide the sales message, and to concentrate the sales appeal in a number of directions. In the same program we have been able to bring out the merits of Noxzema as a shaving aid for men, as a medicated cosmetic for women and as a relief from sunburn and other skin trouble for all the family. This multiple sales appeal can be effectively made in radio."

Successful management of the Noxzema account is in no small part due to the inspiration of Dr. Bunting whose foresightedness and vision is an example of American ingenuity and ability. Here was an individual, past 50, who entered a new field confident he had an outstanding product. Time vindicated that confidence, and today, past 70, Dr. Bunting is as active as ever and still the inspiration behind the Noxzema Co.

WOAI AIDS MEXICAN GOOD-WILL

Cultural Relations Promoted in Series From Radio Workshop of Texas U

ANOTHER STEP in cementing a close bond between the United States and Mexico has been undertaken with the launching of a new eight-week series on WOAI, San Antonio, by the U of Texas Institute of Latin-American Studies. Programs are specifically aimed at people of the Southwest and Mexico.

Entitled *Know Your Neighbor*, broadcasts originate each Monday, Wednesday and Friday under the direction of Howard Lumpkin, director of the university's radio workshop; Elithe Hamilton Beal, script writer, and Alfredo F. Vasquez, a graduate student.

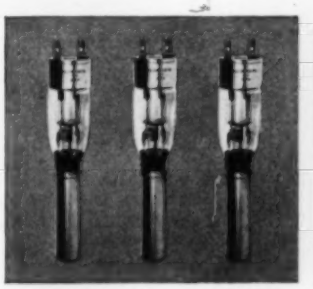
The Monday night show contains a commentary describing points of interest in Mexican development. On Wednesdays members of the workshop dramatize the story of Mexico, stressing the Mexican way of life, industrial and agricultural development, education and art, and the position of the U. S. and Mexico in cooperating for hemispheric defense. Fridays are devoted to narrations in Spanish based on the conditions in the U. S. and their significance to the neighbors below the Rio Grande. These are aimed to provide Mexican citizenry with information on social and economical developments here.

It is felt the *Know Your Neighbors* series will develop a better social attitude between the two countries and provide students of U of Texas with an opportunity to major in Latin-American studies. Commendation has been given by Charles Thomason, chief of the Cultural Relations Division of the U. S. Department of State, and Ezequiel Padilla, minister of foreign relations for the Mexican government, who said the programs are another step toward the elimination of past prejudices building of a united future between the U. S. and Mexico.

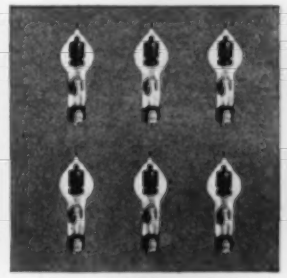
LOOK WHAT'S HAPPENED TO RECTIFIERS

Tube-hour cost slashed 80—90% in 10 years!

SAVINGS FOR 5 KW TRANSMITTERS

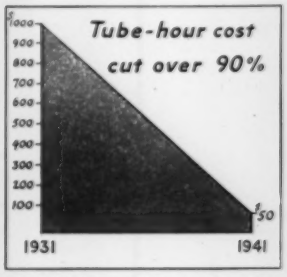


1931: Ten years ago 5 KW transmitters used three 222A high vacuum, water cooled Rectifier tubes . . . at a cost of $220 each—$660 for a set.



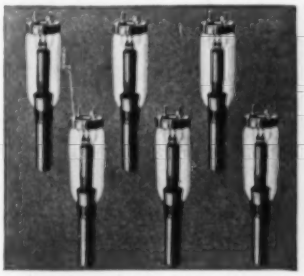
1941: Today 5 KW's use six 315A mercury vapor tubes in a three phase, full wave Rectifier . . . at a cost of $35 apiece—or $210 for a set of six.

The old 222A's averaged approximately eight to nine months operation. The 315A's average life is from 3 to 4 years—an increase of about 500%.



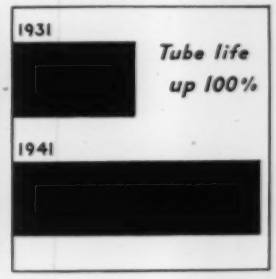
In 1931, Rectifier tube cost for a 5 KW transmitter was around $1000 per year. Today, with 315A's, the average cost is from $50 to $70 a year. *Over 90% saving!*

SAVINGS FOR 50 KW TRANSMITTERS

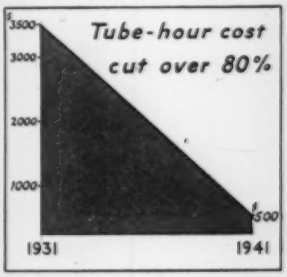


1931: Six 237A high vacuum, water cooled Rectifiers did the job in the old 50 KW's. They cost $435 apiece—more than $2600 for a set of six.

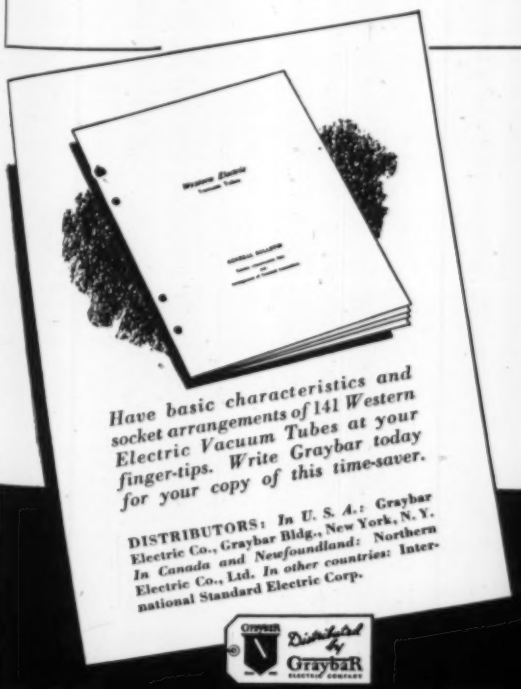
1941: Today's 50 KW's use six 255B mercury vapor Rectifiers. Costing only $125 apiece, the entire set means an outlay of but $750.



237A's had an average life of about nine months. Compare that with low-cost 255B mercury vapor Rectifiers' life of about a year and a half.



Yes, Rectifiers have changed! A decade ago, cost per year was near $3500...today—using 255B's—it's about $500. That's a cut in tube-hour cost of *over 80%*.



Have basic characteristics and socket arrangements of 141 Western Electric Vacuum Tubes at your finger-tips. Write Graybar today for your copy of this time-saver.

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., Graybar Bldg., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Distributed by Graybar Electric Company

IN only 10 years Rectifier tube-hour costs have been cut as much as 90% . . . and Western Electric has been a leader all the way.

And now you can use Western Electric Mercury Vapor Rectifiers without costly socket changes.

Get your copy of bulletin described on left. Write: Graybar Electric Company, Graybar Bldg., New York, N. Y.

Western Electric

Ask your Engineer!

Independent Group Started by Craney

Urges NAB Abolition; Claims Domination By Networks

A MOVEMENT for abolition of the NAB and for the creation of a new trade association of independent station owners, with no network or network-owned station entitled to membership, was launched last week by Ed Craney, operator of KGIR, Butte, and the Z-Bar Network. He coupled with it a slashing attack upon the NAB because "it can't represent us as independent broadcasters at the White House, in the Capitol, before the FCC, or with the Department of Justice".

In a letter prepared for circulation to independently-owned stations, the Montanan, a recognized leader among the independents, attacked what he described as "industry boon-doggling" and ascribed to the networks domination of the NAB. In parallel columns he gave his version of industry activities—one devoted to copyright and the other to regulatory problems under the NAB dating back to the "good old days before 1932".

Others Interested

Mr. Craney's outburst followed his own resignation from the NAB several weeks ago, largely as a result of the St. Louis NAB convention episode, which has seen the resignation of nearly a score of stations from the trade group. MBS, which has broken off with NAB and its president, Neville Miller, is understood to be fostering a reorganization, and a half-dozen of its most important stations are among those that have resigned. In addition at least two other station owners are reported to be promoting what amount to blanket resignations [BROADCASTING, July 7-14].

After reviewing the early history of both the copyright fight and NAB, Mr. Craney recited that in 1938 the NAB was reorganized, at which time Mr. Miller was retained "to do a trouble shooting job and keep us out of hot water down Washington way". He pointed out that he was a member of the reorganization committee and was one of the "misguided souls", but he said he never agreed that the networks should belong to the NAB and had repeatedly tried to get them out. Now, he observed "they appoint their own directors to its board".

"If the networks didn't dominate NAB and if someone who knew his way around Washington had been put in to head NAB, the results might have been different," he declared. "However, it does not appear possible to insulate a man against being 'taken over' by the nets."

Taking up the 1939-40 era, Mr. Craney referred to the work of Senator Wheeler (D-Mont.) in prodding the Department of Justice to keep alive the Government suit against ASCAP. The new NAB, he observed did not ask, as it was instructed, for a "use method of payment from ASCAP" but sought a "lump sum". He charged that Edward Klauber, executive vice-president of CBS, "was running NAB" during the copyright conversations, both as to BMI and ASCAP.

Adverting to BMI in 1941, he said that today BMI "is being viewed in not too complimentary a manner by the Department of Justice". He said that perhaps the broadcasters would be "better off to sell (or even give) BMI to E. B. Marks and then secure a license from Marks on those works—if BMI was created to fill the permanent need of a separate source of music". He said he had his doubts about the latter.

Why a Blanket Fee?

If BMI was created as a separate source of music to compete with "ASCAP, the monopoly", Mr. Craney asked why MBS had accepted a blanket contract, and why CBS and NBC had offered to take blanket contracts. All these contracts or proposals provide for payment on gross income, he declared, and if that holds he asked "what is the incentive to keep another source of music alive?" He charged that BMI had been created by the networks "as a trading instrument only". They are now "up to the point where they were in 1935 when they walked out on you and made their own deal. The nets put up only a small amount of the money they have already saved. You have and will pay the bill."

After insisting that it is entirely feasible to keep records of musical performances, Mr. Craney said that to add "insult to injury", the networks "want you to help pay their ASCAP copyright bill with a specified percentage of your income from the sale of gross network time, regardless of what music is used or even if no music is used." He inquired what "they will want you to do about BMI SESAC and others". He observed the Dept. of Justice might have something to say about this procedure, and added that he would not pay NBC, with which his station is affiliated, "a percentage of gross for any purpose". NBC, he said, could renegotiate its agreement "and they may not pay as much (it can't be much less though) as they do now, but we won't do business on a percentage of gross basis. Now, then, make up your own mind—where is BMI, and what about your investment? Who is sitting in the driver's seat and running the show."

Mr. Craney and 1941

On the other side of the ledger, in dealing with NAB's operations, Mr. Craney recounted his version of the 1941 events and the NAB convention episodes. He pointed out the FCC had just brought out its new rules. By the time of the convention he declared "very few broadcasters had even read the rules", and many of them had been "exposed to a barrage of propaganda against them". Asserting he had read and re-read the rules and argued and reargued them, Mr. Craney commented that not all are good, but that "certainly not all of them are bad". If broadcasters had the "right to write such rules, some of them would probably be stiffer and others added".

Nothing!

"What did the NAB do about it?" Mr. Craney inquired. Supplying his own answer, he said, "Outside of giving only the network story, insulting the chairman of the FCC and climbing way out on a limb—nothing. But perhaps, fellow broadcasters, our troubles have been of our own making, or our own slovenliness, of our own selfishness, laziness and ability to sit back and let others do our thinking. Where are we today?

"NAB can't represent us as independent broadcasters at the White House, in the Capitol, before the FCC, or with the Department of Justice.

"When we want to be represented we have to go to Washington ourselves and perhaps that is as it should be. We should either be in this public service business of broadcasting or we should be out of it.

"We can hire the brains in Washington to inform us when this or that needs our attention, but we can't hire brains and personality to do that job for us. What we need today is an organization of independent station owners who can think independently and can't be forced by fear or favor to do every little 'chore' the networks may want done. No network or network-owned station can be a member of such a group. This cannot well be the reorganization of any existant organization."

Anti-Noise Drive

ANTI-NOISE ORDINANCE passed in Camden, N. J., July 10, restricts the use of radio receiving sets during the late evening hours. Sponsored by Commissioner E. George, and passed unanimously on final reading, the ordinance provides a fine of $25 or 10 days in jail for operation of a radio, musical instrument or phonograph louder than is necessary, for personal or voluntary listeners' hearing, and from 11 p.m. to 7 a.m., should not be heard at a distance of not more than 100 feet.

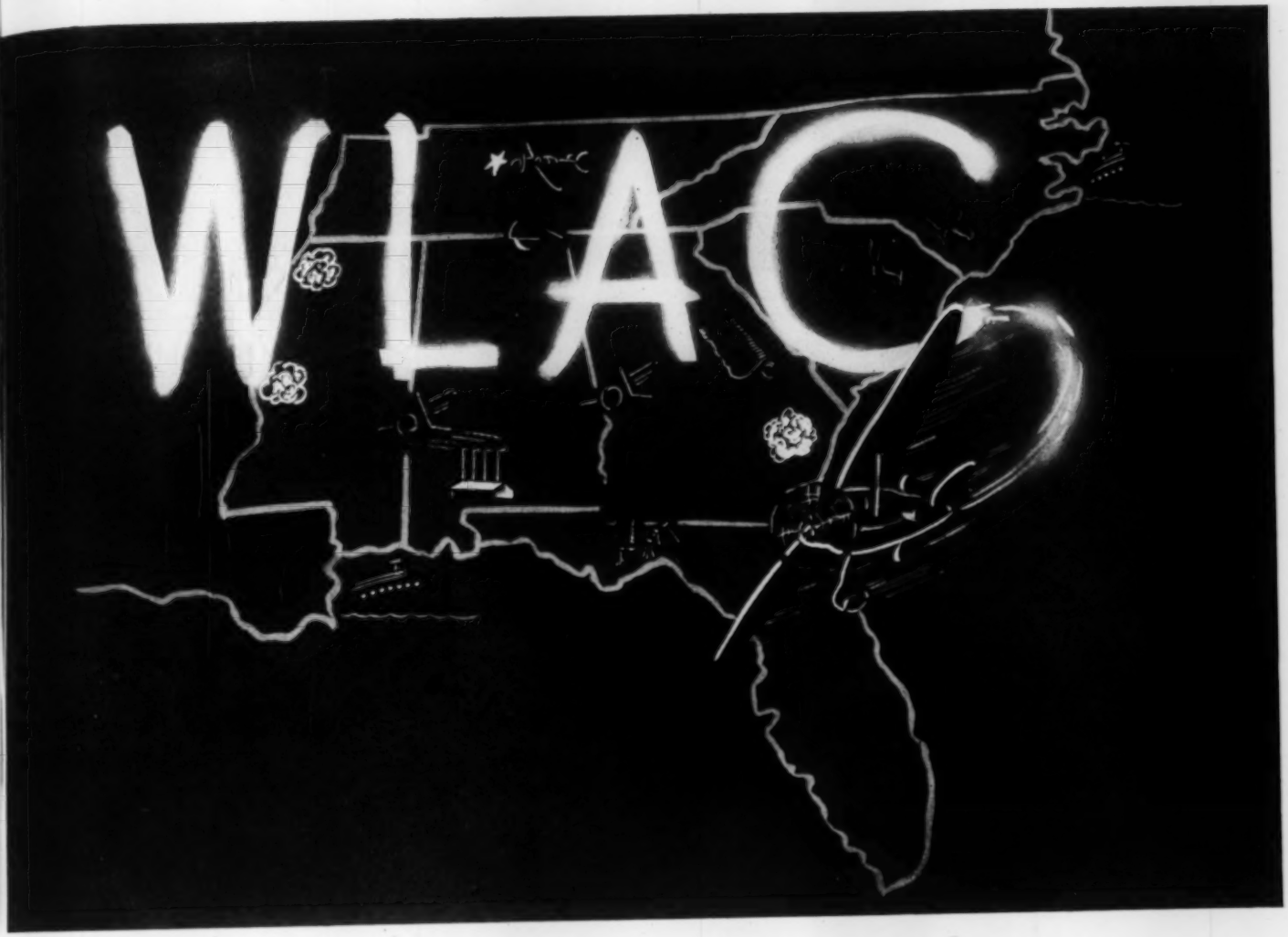
O'Daniels, Pat and Mike, Seek Station in Dallas

SENATOR-ELECT W. Lee O'Daniel's sons, Pat and Mike, are disclosed as stockholders in Park Cities Broadcasting Corp., whose application for a new 5,000-watt station on 710 kc. in Dallas has been designated for hearing by the FCC. Pat is president and Mike is vice-president of the W. Lee O'Daniel Flour Co., of Fort Worth. The 710 kc. frequency is now occupied by the 50,000-watt WOR, New York, and KIRO, Seattle, and the 5,000-watt KMPC, Beverly Hills, Cal.

Officers of the company are E. B. Germany, president, chairman of the board of the Highland Park State Bank, Dallas; Thomas A. Carpenter, vice-president, chairman of the board of City National Life Insurance Co., Dallas; Guy L. Mann, vice-president, general counsel of the Highland Park State Bank; Andrew V. Allison, secretary-treasurer, secretary of the City National Life Insurance Co. Other stockholders are James M. Collins, vice-president of Vent-A-Hood Mfg. Co., Dallas, and Karl B. Smith, president of the Fidelity Union Life Insurance Co., Dallas, and also of the Mart National Bank, Mart, Tex.

PAUL F. GODLEY, the consulting engineer, has applied to the FCC for a new 250-watt station on 1230 kc. in Newark, N. J.

FIRST-HAND FACTS about the Cleveland market were acquired by members of the Paul H. Raymer Company staff, who spent two days in the city following appointment of the Raymer firm as rep for WHK. Standing behind WHK-WCLE Sales Manager K. K. Hackathorn are (l to r) Charles A. Stevens, Paul Tiemer, W. Word Dorrell, Fred C. Brokaw, Paul H. Raymer, Walter I. Tenney.



LAYING DOWN A "CAN'T MISS" SIGNAL

OVER THE SOUTH

WITH

50,000 WATTS

That's the pretty picture for time buyers when WLAC boosts its power in the fall of 1941!

J. T. WARD
Owner

F. C. SOWELL
Manager

COLUMBIA BROADCASTING SYSTEM

UNITED PRESS "ESSO" NEWS

PAUL H. RAYMER
Company
National
Representatives

NAB Executive Group Silent Due to Bleak Capital Outlook

Reviews Monopoly Situation, 'Rump Movement', Decides All Defense Time Should Be Free

THE RATHER bleak outlook for radio from the regulatory standpoint was canvassed by the NAB Executive Committee at a special meeting in Washington last Monday, with no definite action taken on policy matters in view of generally unsettled conditions.

The status of the chain-monopoly rules, slated to become effective Aug. 2, was outlined to the committee by network representatives. Because there has been no final conclusion of conferences between network executives and FCC Chairman Fly, and because no action had yet been taken on the White Resolution for a full-dress investigation of the FCC [BROADCASTING, July 14], this phase of the committee's discussion resulted only in a general appraisal of current conditions.

If the regulations are not postponed by the FCC, it was made clear, many stations affiliated with networks may "pull the plug" unless their network contracts are revised in accordance with the requirements of the eight punitive rules.

'Rump Movement'

NAB President Neville Miller brought to the committee's attention reports [BROADCASTING, July 7] that a movement is under way to reorganize the NAB because of the plight in which the industry finds itself over the monopoly regulations. The strained relations between the NAB and Chairman Fly, among other things, had been ascribed as the reason for the reorganization movement.

The committee did not issue any statement in connection with these reports, apparently deciding it did not choose to dignify the "rump movement", which would indicate lack of industry unity. The situation, however, is being watched with a view toward action if any concerted campaign is undertaken toward wholesale defections from the NAB.

Criticism by members of the Senate Interstate Commerce Committee during White Resolution hearings last month of exorbitant telephone line charges was taken up by the committee. It was decided this matter should be pursued, both in Congress and possibly in conversations with the AT&T and associated Bell companies. Members of the committee, led by Chairman Wheeler (D-Mont.), cited the high cost of lines to remote areas, and urged that the FCC and the industry should inquire into this problem, with the objective of reducing costs to those small stations least able to foot the bill.

The move of the American Assn. of Advertising Agencies to procure from the broadcasting industry, horizontally, recognition of the 2% cash discount on agency billings, was discussed by the executive committee. The NAB was authorized to pursue consideration of the matter and Frederic R. Gamble, executive secretary of AAAA, will be invited to confer with the executive committee at its next meeting.

The committee also discussed the national defense outlook and its relationship to the industry, copyright, and the status of the NAB budget.

Defense Publicity

The committee said that in view of the current trade publicity [BROADCASTING, June 30-July 7] being given to the proposed advertising campaign on behalf of the Navy, to be placed through one of the large advertising agencies (BBDO), it felt that the purchase of time by defense agencies "might tend to restrict rather than enhance the most effective utilization of broadcasting during the present emergency".

The committee added that it wished to "reaffirm the industry's desire to continue its present practice of making its facilities available at no cost to Government agencies engaged in promoting the national defense program.

"To inform the public of the industry's position, it is suggested that an announcement that all Government defense programs are being carried without charge be used once each day by all cooperating stations".

Present at the meeting, in addition to President Miller, were James D. Shouse, WLW-WSAI, Cincinnati, and Paul W. Morency, WTIC, Hartford, for big stations; John J. Gillin Jr., WOW, Omaha, and Don S. Elias, WWNC, Asheville, for medium stations; and John Elmer, WCBM, Baltimore, and William H. West Jr., WTMV, E. St. Louis, Ill., for small stations. Network representatives present were F. M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president, representing Edward Klauber, CBS executive vice-president.

Grove Vitamin

GROVE LABS., St. Louis, will market a vitamin concentrate product this fall. Although details about the product were not divulged, it is known that Russel M. Seeds Co., Chicago, will handle the account, and that radio will be used. The company is also preparing through the same agency, a fall schedule of spot announcements for Videx, a new headache remedy for which tests are now being made in a few selected markets.

TWO OF THESE TOWERS served as control points for KOA, Denver, in feeding coverage of the PGA golf tournament to NBC, which had exclusive rights. Starr Yelland, announcer, and Don Martin, news editor, handled the coverage. The KOA pack transmitter was the only one permitted on the course during play, says KOA. KLZ had a broadcast booth, with awning top, and sent a regular schedule of broadcasts from the course, with Jack Fitzpatrick announcing.

LAS VEGAS, HELENA GRANTED STATIONS

NEW local stations in Las Vegas, N.M. and Helena, Ark. were authorized for construction by the FCC July 16.

Southwest Broadcasters Inc. was authorized to build a 250-watt station on 1230 kc. in Las Vegas, the principals in this company being the same as those of the now extinct Las Vegas Broadcasting Co. Inc. which had secured a construction permit for a new outlet in Las Vegas, Nev. but surrendered it voluntarily after a second local had been granted in the same community [BROADCASTING, Jan. 13].

The "swap" from the Nevada Las Vegas to the New Mexico Las Vegas was granted to Ernest Thwaites, retired railroad man now living in LaJolla, Cal., and his son Ernest N. Thwaites, formerly connected with KVSF, Santa Fe, N.M. The father will own 82%, the son 16.6%.

The grant in Helena, Ark., covers 250 watts on 1490 kc., and went to a partnership of J. Q. Floyd, engaged in the motor transport business; Thomas Franklin, ice, coal and furniture dealer; Sam Wesley Anderson, school superintendent.

Marlin Adding

MARLIN FIREARMS Co., New Haven, Conn. (Marlin razor blades), has been steadily adding to its list of stations for one minute transcribed announcements, the total now standing at 40 with more than 50 expected by the end of the year. Contracts in the different markets are of varying length. The discs feature a jingle, the "Marlin Shaving Song". The company is also using participations in the Arthur Godfrey programs on WABC, New York, and WJSV, Washington. Craven & Hedrick, New York, handles the account.

Radio Census Dat Further Delaye

Reports Are Slated to Co From Bureau in September

DELAYS in the U. S. Census Bureau's schedules have again held the issuance of the 1940 radio census by States and counties which were originally scheduled for issuance, one by one, during the early summer. Inquiry by BROADCASTING has elicited that the radio reports will start in September, one State at a time, but no order of issuance has been decided upon nor is it expected that all of the 48 State releases will be ready until early in 1942.

The radio reports will show the number of radio homes for each State for urban and rural areas, for counties and for urban places having a population of 2,500 or more as well as for metropolitan districts. They will parallel the housing figures, showing number of occupied and vacant dwellings, already issued by States and now available without charge from the Census Bureau in one booklet known as *Series H-2: Number of Housing Units for States.*

After the State by State radio reports have been issued as press releases, they will be incorporated in a final report titled *Second Series: General Characteristics*, but this report will not be available until early in 1942.

In this report will be included, besides the radio figures, data on all dwelling units, exterior, material, year built, number of rooms, lighting equipment, state of repair and plumbing equipment, value and monthly rent; for all occupied dwelling units, size of household, persons per room, refrigeration equipment, cooking fuel, heating equipment and heating fuel; mortgage status for owner-occupied nonfarm units; and for tenant-occupied nonfarm units, gross monthly rent, etc.

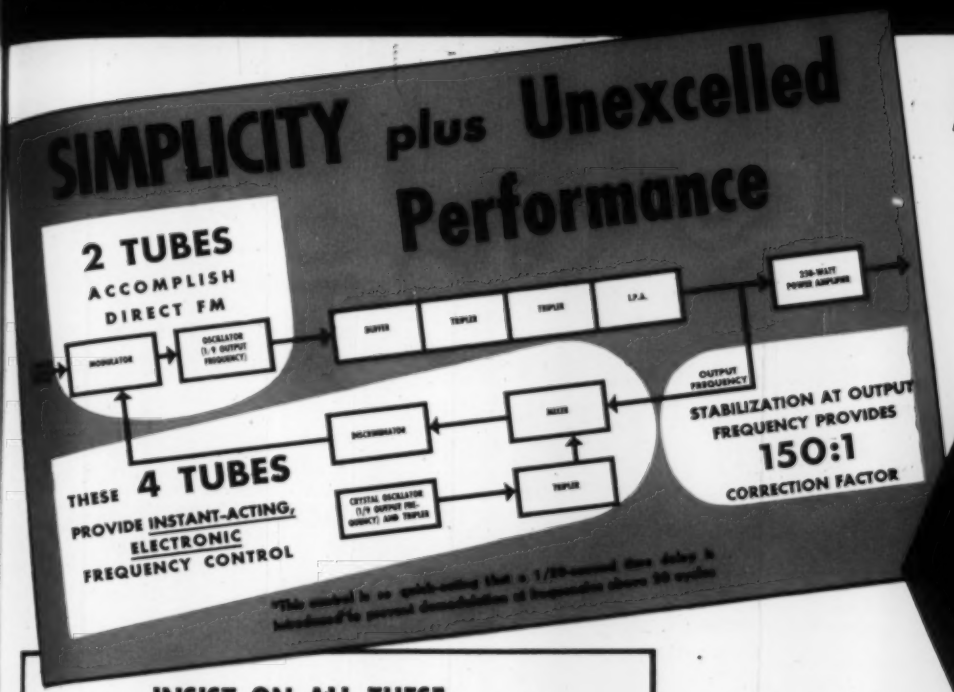
The population figures by States with rural and urban breakdowns, have all been issued and are available upon request from the Census Bureau, Washington.

New Emerson Series

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Aug. 4 will start a new *Vox Pop* series with Parks Johnson and Wally Butterworth. The program will be heard each Monday 8-8:30 p.m., starting on 54 CBS stations. On Sept. 29 it will be extended to the Far West on a total of 67 stations and on Nov. 17 adds the entire Florida Group for a network of 73 outlets. The new contract provides for remote pick-ups from many States and for the informal "man-in-the-street" format. Program was sponsored last year by Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club). Ruthrauff & Ryan, New York, has the account.

WEED & Co., has been named as national representative of WSUN, St. Petersburg, Fla.

Check Before You Choose



And you'll specify

GE

SIMPLIFIED FM CIRCUIT DESIGN

INSIST ON ALL THESE . . .

Continuity of Service

- Automatic reclosing overload protection
- Instant access to every tube (no shielding to remove)
- Complete accessibility without disassembly
- Only 2 tubes to produce *direct* FM
- Only 4 tubes in stabilizing circuit
- Single crystal control

Frequency Control

- Instant-acting electronic (no moving parts; no overshoot)
- Stabilization at *output* frequency
- Temperature control of crystal only ±1000 cycles stability
- Voltage regulated power supply
- New G-31 crystal unit
- Temperature *compensated* oscillator and discriminator circuits

High Fidelity

- Frequency response within ±1 db of RMA standard, 30 to 16000 cycles
- Full dynamic range—noise level down 70 db
- Linearity within 0.25% up to ±150 kc carrier swing
- Harmonic distortion less than 1½% (30 to 7500 cycles) up to ±75 kc carrier swing; less than 2% up to ±100 kc swing
- Cathode-ray modulation indicator
- Square-wave testing of every transmitter

Economy

Based on G-E 1000-watt Transmitter, Type GF-101-B

- Tube cost—only $287
- Floor space—only 9.3 square feet
- Ventilation—natural draft (no blower; quiet operation)
- Power consumption only 3.75 kw

FOR CONTINUITY OF SERVICE, G-E design provides a small tube complement, conservatively operated, plus automatic reclosing overload protection and quick accessibility to every part and tube.

The frequency stability of G-E transmitters is maintained at within ±1000 cycles by *instant-acting* electronic control so sensitive that even abnormal line-voltage fluctuations or *sudden detuning of the oscillator tank can have no effect on center frequency.*

The dependability is equal to that of the finest AM broadcast transmitters. *FM could ask no more.* G-E design centralizes frequency modulation and stabilization in one tube (the modulator), without impeding modulation capabilities or linearity. This fact is proved by performance measurements. No temperature control is necessary or used except within the crystal unit itself.

For true high fidelity—frequency response, linearity, freedom from distortion over wide carrier excursions—G-E transmitters are outstanding. These characteristics—inherent in the G-E simplified circuit—are assured by thorough factory adjustment and testing of *every* unit.

For economy, G-E simplicity assures low tube cost, ease of maintenance, and small operating expense. Small size and unit construction make installation easy and hold floor space to the minimum.

G-E simplified circuit design offers an unbeatable combination of advantages. Investigate them thoroughly. Your nearby G-E man has the story. Call him in without delay. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

160-10

"THAT'S HIS FAVORITE DREAM—HE'S LOWERING HIS COST OF DISTRIBUTION"
Wm. Steig

Buy "Blue..."

—and watch your cost of distribution DROP!

FROM alarm clocks to zithers, the high cost of distribution is affecting every manufacturer in every industry. Sales may expand, but with rising labor and raw material costs, and retail price ceilings, profit margins are in danger of extinction.

The answer to this "production-price-profit" problem is not higher prices to the consumer, as many manufacturers have learned . . .

The answer is *lower distribution costs.*

Radio has proved the most economical way to move goods from producer to consumer, and the Blue Network is the natural choice for a manufacturer who wishes to lower his cost of distribution right now.

Why pick the Blue, you ask? For four very good reasons.

1 **You'll be MARKET-WISE.** The Blue covers the places where you can sell in greatest volume at a profit. The Blue concentrates its coverage in Money Markets, where the nation's buying power is heaviest.

2 **You'll be POWER-WISE.** The Blue is thrifty with power. Where some other networks offer a larger number of 50 kw stations, the Blue concentrates its high-power stations in the areas where power is most needed—conserves it elsewhere.

3 **You'll be BUDGET-WISE.** The Blue's concentrated coverage and its famous "Blue Plate" discount plan combine to give you national coverage at the lowest cost of any medium entering the home. You can now "go national" on a modest budget, which means you have more left to spend for your program.

4 **You'll be PROGRAM-WISE.** First, because the Blue's editorial policy stresses the finest schedule of news, sports and public service programs on the air. Second, because Blue commercials (as proved by their evening CAB *average* of 10) have built an audience as loyal as it is large, and cost their sponsors 44% less per quarter hour than their major network competition.

THUS, in a nutshell (or two): On the Blue you get *effective* coverage of productive markets at *profitably* low cost. Buy Blue and you take that first major step toward lower distribution costs—and more "sales thru the air with the greatest of ease."

National Broadcasting Company • *A Radio Corporation of America Service*

THE SHOW "BUY" OF THE MONTH—"SPIN AND WIN WITH JIMMY FLYNN"... A fast-moving quiz program in a carnival atmosphere . . . Fun, music, prizes, everything but the popcorn . . . Now touring the army camps, this popular show is heard via the BLUE NETWORK Saturday 9:00-9:30 P. M. (NYT)

THE Blue NETWORK OF NBC

Sales thru the air with the greatest of ease

Action to Provide Parts for Service Is Taken by OPA

Maintenance Business Seen As Aid to Local Business

IN AN EFFORT to assure adequate supplies of repair and maintenance parts for automobiles, trucks, tractors, household refrigerators, stoves, ranges and water heaters, the Civilian Supply Allocation Division of the Office of Price Administration and Civilian Supply has announced an allocation program giving such material a preference over other civilian needs.

The program, administered by the Office of Production Management, is expected to reduce to a minimum the inconvenience to the public caused by the diversion of raw materials to defense needs with the resulting curtailment of consumer durable goods production. Through this program, it is thought, that such goods now in existence can be kept in operation.

Repair Business

It is pointed out that increasing requirements of the defense program will, in the near future, make it difficult to expand or even keep constant the supply of new consumer durable goods.

In radio and advertising circles the announcement was interpreted as adding impetus to a growing stress on repair and maintenance activities of many accounts selling durable consumer goods now on the air.

These same circles point out that while the continuation of this trend might adversely affect network radio it would certainly result in increased local business by dealers handling durable consumer goods, promoting their repair and maintenance services.

Other defense news which affected radio and advertising last week included a report of the committee of the National Academy of Sciences to the OPM, and a series of meetings of eight consumer durable goods industries with the Civilian Supply Allocation Division of OPACS.

The Academy of Science Committee told the OPM that silver may be substituted extensively for tin in solder to conserve tin and hasten accumulation of adequate resources of the latter. Tin is used in manufacture of radio sets and transmitters especially as shields for tubes as well as other uses.

Representatives of such durable goods industries as automobiles, air conditioning equipment, heating equipment and miscellaneous household equipment met with officials to furnish information regarding raw material needs. The information will be used in working out allocations of scarce materials among civilian users.

SEASONED METHODS FOR SEASONETTES

WELL-SEASONED FOOD is certainly one of the contributory factors toward the spice of living.

Such reasoning provided the working basis for Restaurants del Paseo, Santa Barbara, Cal., known for its dishes of distinctive flavor. It began six years ago when, under direction of Russell D. Smith, host, strange feats were performed with blends of herbs and spices. Letters were received from all parts of the country and such voluntary interest could not be disregarded. So in 1935 Seasonettes were born, cradled in an attractive shaker tin.

A Budget Is Adopted

With no particular advertising effort behind it, Seasonettes for three years continued to "go places". Then John S. Patten, of the sales staff, saw possibilities of making the public more Seasonettes-conscious than ever. As an initial step in girding for action, Patten became owner of Seasonettes Distributing Agency in October, 1940.

Eugene F. Rouse Adv. Agency, Los Angeles, saw the sales possibilities and entered upon an all-out plan of action to insure firm groundwork. Field surveys were made; other seasonings tested; food brokers consulted; radio executives interviewed; magazines and newspapers checked for merchandising as well as advertising potentialities; cooking school activities investigated; direct and store sampling reviewed. No phase of successful advertising, merchandising and selling was overlooked for activities that lay ahead—keeping in mind that sales ambitions must not run away with the budget.

Naturally an important spearhead of the Seasonettes campaign has been radio. Stations first chosen to carry its twice-weekly messages were; KHJ, Los Angeles; KFOX, Long Beach; KIEV, Glendale; KOIN, Portland. Then since the first of the year Chef Milani on KMPC, Beverly Hills, Cal., has brought to the Seasonettes story a practical, authoritative tang three times per week. Recent additions to the list are the five-weekly, half-hour program, *Homemakers Club*, on KHJ, and Art Kirkham's *Newspaper of the Air* on KOIN. In addition, an announcement campaign has been started on KECA, Los Angeles.

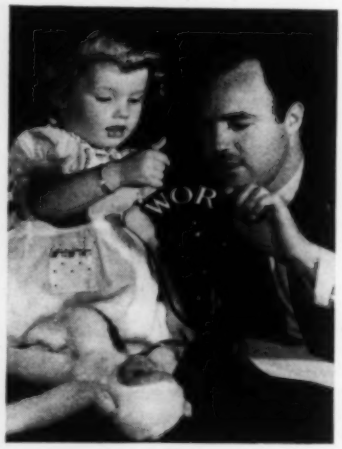
Dramatic Methods

Advertisements also were planned and written for magazines and newspapers. Space was not large, but copy was planned for quick eye attention and dramatic telling. Plus the radio campaign, some 5 million messages were delivered within the first month. This program was repeated in the following two months. But before any advertising was actually released, it was completely prepared for advance presentation to dealers.

Copy, including radio scripts, was reproduced in thousands of striking broadsides for use of Seasonettes' salesmen in their calls on grocers throughout the territory. Before a penny was spent, dealers knew what was coming by means of a prepared advertising campaign they could actually see.

Then action was shifted from the simmering stage to the boiling point. The cooks stood by and waited for results. They got them. In March, 1941, sales to the trade increased 400% over the previous month. As evidence that women in turn were buying Seasonettes, the 400% gain was repeated the next month and again the next. No magic. No sleight-of-hand. Just plain common sense well applied, with a constant eye on the decimal point, and with no part of the job too small for complete effort.

Not "how much to spend", but "how well to spend it", is the hub of that all-complex wheel—an advertising campaign that delivers the goods. Seasonettes with the help of radio has done the job.



THE McCANNS have arrived and have the *Pure Food Hour* well in hand. Patsy Ann McCann, three-year-old daughter of Alfred McCann Jr., conductor of WOR's popular participating show, made her air debut on the 16th anniversary of the program. Mr. McCann took over the program nine years ago after the death of his father, the founder of the *Pure Food Hour*.

KDAL IS AWARDED REGIONAL STATU

KDAL, Duluth, was jumped status from a local to a regiona by the FCC in a decision announce last Wednesday. The station wa shifted from 1490 to 610 kc., wi an increase in power from 2 watts to 1,000 watts, with a dire tional antenna for day and nig use.

KLRA, Little Rock, was autho ized to shift from 1420 to 1010 k with 5,000 watts fulltime as a Cla III-A outlet.

KHSL, Chico, Cal., was grante a construction permit to increas power from 500 watts night, 1,0 day, to 1,000 fulltime with a dire tional antenna for day and nigh use, on 1290 kc. The station is o of the McClung group. The gran however, was with the conditio that it was without prejudice to an action the Commission might tak regarding duplicate station own ership.

KFIO, Spokane, was granted construction permit for a ne transmitter and vertical radiato with an increase in power from 10 watts daytime only, to 250 watt fulltime, plus a shift in frequenc from 1150 kc. to 1230 kc.

Seeks WSAU Control

CONTROL of WSAU, Wausau Wis., will be acquired by W. E Walker if the FCC authorizes the transfer of five shares held by M. F. Chapin, who has been gradually disposing of his interest in the station. Mr. Walker would hold 85 of the 160 issued shares, the remaining being held by Donald R. Burt. Mr. Chapin proposes to devote all of his time to the operation of WMAM, Marinette, Wis., of which he is one of the owners. Mr. Walker also has an interest in WMAM but devotes all of his time to the management of WSAU.

Florida Citrus Spots

FLORIDA CITRUS COMMISSION, Lakeland, on July 7 began a campaign of transcribed spot announcements and participations on 41 stations throughout the country for its canned fruits, to run through July to the middle of August. Account was handled by Arthur Kudner Inc., New York. Blackett-Sample-Hummert, that city, is due to take over the Citrus account Sept. 1.

New Kraft Series

KRAFT CHEESE Co., Chicago, early in September will start a half-hour program on NBC-Blue, which will be in addition to *Kraft Music Hall*, which will continue on the Thursday 9-10 p.m. period on 78 Red stations. Format has not yet been decided. It will be heard Sundays 7:30-8 p.m. Agency is J. Walter Thompson Co., Chicago.

Spots for Seasoning

HEALTH BRAND PRODUCTS, New York, has appointed the Brenallen Co., that city, to handle all advertising. Agency is preparing transcriptions in English and foreign languages to promote Tip and Roberts, garlic extracts used in seasoning. No stations have yet been selected.

It's 6 of DON LEE and a half dozen of the other

AMONG THE TOP 14 HOOPER RATED PACIFIC COAST EVENING SHOWS DON LEE TIES FOR FIRST PLACE

★ HERE ARE THE HOOPER "PACIFIC" RATINGS FOR MAY AND JUNE, 1941 FOR THE TOP 14 SHOWS

DON LEE		COLUMBIA		NBC RED	
9.8	Lone Ranger			13.2	Signal Carnival
9.2	Quiz of Two Cities			11.2	Tommy Riggs
7.8	9 p.m. News			10.9	Hawthorne House
7.0	News & Views			9.4	Night Editor
5.7	Linkletter in Hollywood	6.2	Hollywood Show Case	8.0	Richfield Reporter
5.7	J. B. Hughes	5.7	Bill Henry	6.4	Point Sublime

The above figures are for the metropolitan areas of Los Angeles, San Francisco, Seattle and Portland and do not take into consideration the 28 additional markets where Don Lee has practically exclusive coverage. This is another good reason why those "Free to Choose" buy Don Lee for the most complete, effective coverage of the Pacific Coast.

5515 MELROSE AVE., HOLLYWOOD
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
JOHN BLAIR & CO., National Representatives

Mutual
DON LEE

Hearings Likely to Start Soon On Daylight Saving Measures

President Asks Right to Impose Fast Time as Need Arises in Various Parts of Country

HEARINGS before the House Interstate & Foreign Commerce committee on legislation which would authorize President Roosevelt to order daylight saving time either on a national or regional basis as he sees fit are expected to begin this week. The legislation is of far-reaching importance to the broadcasting industry because of its relationship to both network and spot programming, a subject agitated since DST has been observed in various areas.

Congressional leaders said after the President had sent a letter to Speaker Sam Rayburn and Vice President Henry Wallace [BROADCASTING, July 7] that they felt Mr. Roosevelt's proposal would be speedily approved by Congress because of its national defense aspects.

Needed in Southeast

In his letter the President told Congress he has been advised by the Department of Interior, Office of Production Management and the Federal Power Commission there is a need for immediate extension of daylight time to the Southeastern States and that these agencies felt there is a need for year-round "fast" time for parts, if not all of the country.

Mr. Roosevelt also sent a letter to the Governors of Alabama, Virginia, Tennessee, South Carolina, North Carolina, Georgia, Mississippi, and Florida asking them, if legally possible, to order daylight time for their States immediately. Gov. Dixon of Alabama was the first to take action after receiving the President's request, proclaiming daylight time beginning Sunday July 20 at midnight.

The FPC conducted a survey to determine the savings in power which would accrue from daylight time and a digest of its findings was incorporated in the President's letter to Congress. The findings show that possible reductions of electricity vary from region to region and would depend upon the proportion and nature of industrial, residential and commercial loads and to some extent upon the habits of the consuming public.

The President pointed out in his letter that some utilities with small industrial loads, particularly municipally-owned systems, reported that daylight time saving time might seriously cut their revenues and jeopardize the interest and amortization payments on their bonded indebtedness. Thus, the President told Congress, while it is important that additional electricity for national defense be made available through daylight time, it is also important that such a program have sufficient flexibility to meet varying regional conditions.

No 'Double' Time

This prompted Mr. Roosevelt to ask that imposition of daylight time be left discretionary with him.

At his press conference Tuesday the President set at rest fears that his request to proclaim daylight time throughout the country would result in "double daylight time" in those localities in the West and Midwest already observing "fast" time. Reporters pointed out that adding another hour of daylight time would impose hardships but the President indicated he had no intention of adding another hour to localities now operating under daylight time.

Although there seemed to be no question that the measure as outlined by the President would be passed, several Congressmen from farming districts announced their opposition to the proposal. Chairman Fulmer (D-S. C.) of the House Agriculture Committee termed the idea a "joke." He said farmers would pay no attention to it and scouted the idea that any appreciable amount of electricity would be saved through the plan.

At present there are several daylight savings bills pending in both the House and Senate but none of them give the President the power he requests and consequently are expected to die in committee.

Radio officials were generally pleased at the President's action, seeing in it a possible solution to the confusion which yearly greets the industry when the networks go on daylight time, with complete dislocation of programs. However, it was pointed out that application of regional daylight time would work hardships in communities where it was not observed. In this regard, it was generally agreed the program confusion would be confined to fewer areas than heretofore if fast time is imposed in some regions and not in others.

READY FOR BOMBERS is Boston, with an air raid siren already installed at police headquarters. Testing of the new screamer was broadcast exclusively by WNAC, the station says. Here Announcer Leo Eagen (left) interviews Police Commissioner Joseph F. Timulty on the occasion.

GET THE MIKE IN!
Photo Slogan Draws a Horse Laugh From KSTP

EDITOR, BROADCASTING:

You've seen the microphone in that picture where the studio boss screwed on his license plates down in the street.

You've seen it in the sales office —where no self-respecting mike ought to be—when the sales chief signed a new contract with Dooper's Droopy Drawers.

You've seen it practically in bed with the leading lady of the daily script show.

Well, if you're disgusted with this practice of dragging the mike into pictures by the heels, please have a look!

JOE MEYERS,
KSTP, St. Paul.

"And the Villain Still Pursued Her—With a Traveling Mike", is the way Publicity Director Meyers labels this photo to end photos where a microphone is dragged in. The models for the mellerdrammer were obtained from the Showboat *Dixie Queen* which played the Twin Cities during the Aquatennial.

Douglas Oil Test

DOUGLAS OIL & REFINING Co., Los Angeles, new subsidiary of Douglas Aircraft Co., in a ten-week Southern California test campaign which started July 14, is using 12 spot announcements per week on KNX KFI KMPC KFAC KFXM KXO. Firm plans to expand schedule to include other Pacific Coast stations in accordance with progress of product's distribution. Placement is through H. W. Kastor & Sons, Chicago.

Radio Subsidiary Formed in Canada

Press News Ltd. To Sell News With Sponsorship Allowed

FOLLOWING in the footsteps of the Associated Press, the Canadian Press (Canadian equivalent of AP) has formed a subsidiary company, Press News Ltd., with offices in the Metropolitan Bldg., Toronto, to sell teletype news for sponsorship to Canadian broadcasting stations.

President of Press News and Canadian Press is Rupert Davies, *Kingston* (Ont.) *Whig-Standard* and CFRC, Kingston. Arthur Ford of CFPL, London, Ont. and the *London Free Press*, is vice-president. Directors are Roy Thomson, Northern Broadcasting & Publishing Ltd., Timmins, Ont.; W. B. Preston, *Brantford* (Ont.) *Expositor;* H. M. Hueston, *Canadian Observer*, Sarnia, Ont.; Wesley McCurdy, *Winnipeg Tribune;* Emile Jean, CHLN, Three Rivers, Que., and *Le Nouvelliste*. General manager is S. G. Ross, former Pacific Coast superintendent of Canadian Press. Other members of the staff have not yet been permanently appointed.

Also Supplies CBC

While the Canadian Press will continue to supply the Canadian Broadcasting Corp. News Bureau with frequent daily bulletins free of charge, as both British United Press, and which the CBC distributes on its networks, there is nothing in the Canadian Press contract with CBC to hinder its selling news to private stations for sponsorship, even though the stations are receiving the CBC nonsponsored news service.

Press News is entirely separate as a corporate entity from Canadian Press and capitalized at $50,000 with 10,000 shares at $5 par value.

No information is available on the number of stations already using or contracted to use PN service. PN representatives attended the convention of the Western Assn. of Broadcasters at Harrison Hot Springs, B. C., held July 14-16.

PN announces that its teletype equipment handles 60 words a minute, the fastest teletype service in Canada, and that service is given 19 hours daily, except Sunday, when 16 hours service is provided.

Carey Salt Spots

CAREY SALT Co., Hutchinson, Kan., has started one-minute spot announcements 6 to 12 times weekly on the following 18 stations: KOA KLZ KGNC KWK KMA KFAB KOIL KMMJ KFEQ KTOK KOME KCRC KBIX KGFF KADA WDAF WNAX WIBW. Announcements will run through the summer. Agency is McJunkin Adv. Co., Chicago.

THE CBS news commentators Maj. George Fielding Eliot and Linton Wells and the MBS Commentator Wythe Williams participate with Ralph Ingersoll, editor of *PM*, in a movie forum *Will England Be Invaded?* released this month by Columbia Pictures.

★ ★ ★ CONNECTICUT GRANITE

ENDURING FOUNDATION FOR LIBERTY

The Connecticut granite selected as an enduring foundation for the Statue of Liberty is typical of the strength and dependability which we have come to expect of Southern New England and its people. These Yankee qualities perhaps explain why Connecticut and the rest of Southern New England have been entrusted with such huge defense orders—the building of vital products to be used in protecting that heritage that the Statue of Liberty symbolizes.

Defense orders which mean more jobs and a greater source of spendable income come to us naturally because of our inherited skill; but industry built on a solid foundation and not subject to the fluctuation of any one type of business is always uppermost when we invite you to use WTIC. Backed by its 50,000 Watts and more than 16 years as Southern New England's foremost and favorite radio station, WTIC will produce sales and good will that will last long after the present emergency is over.

★ ★ ★ ★ ★ ★

WTIC

US 1

50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

Got Their Recipes

BETTER late than never! Last year when a recipe booklet offer was made over WNAX, Yankton, S. D., three listeners who had requested the booklet, enclosing in their letters 10 cents, failed to receive their copies when the letters fell into the hands of a mail thief. Recently the discarded letters were found in a box car down South and forwarded to WNAX which immediately made arrangements to send out the recipe books.

Maj. Armstrong Warns 65,000 Dealers Of Danger From Inferior FM Receivers

ACTING to insure high-quality FM reception living up to public claims of its high-fidelity, noise-free characteristics, Major Edwin H. Armstrong, inventor of the Armstrong wide-swing FM system, has blanketed 65,000 radio dealers of the country with letters calling attention to the ultimate damage to public confidence resulting from sale of low-priced "inferior" FM receivers not capable of first-class program reception and reproduction.

Although no names were mentioned in the Armstrong letter, it was evident the blast was leveled at manufacturers producing FM receivers without an Armstrong license and employing circuits of their own design for the low-price field.

Facts for Dealers

Outlining "some facts about FM which every dealer in this country ought to know", Maj. Armstrong declared:

"I have had a part in a number of revolutions in radio in the past and I know from long experience what happens when a fundamental idea takes hold and a large public demand is about to occur. It is at that time that the imitators and high pressure sellers who have done nothing to further the advances in the art then present themselves to the public as the exponents of new ideas and new 'fundamental' systems.

"These ideas and systems seldom have anything new about them except the advertising slogans which are invented for them, and their exponents are more often than not people who are attempting to take advantage of pioneer work by selling to the public cheap imitations of what the public really wants.

"This is about to happen, apparently, with FM. I want to do what I can to prevent it from happening, and the only way in which that can be done is with the help of well-informed dealers who will tell the public the facts and prevent a waste of the public's money on inferior apparatus. The sale of sets which do not give full FM performance that measures up to what has been repeatedly demonstrated and what the public has been led to understand FM will do, will not only have a bad effect on the industry generally, but it will reflect on those pioneer manufacturers who have honestly tried to give the public its money's worth and to open up a new market for the dealer."

Concluding, Maj. Armstrong listed companies licensed to build FM receivers under Armstrong patents, including Ansley Radio Corp., Espey Mfg. Co., Fada Radio & Electric Co., Freed Radio Corp., General Electric Co., Howard Radio Co., Magnavox Co., Meissner Mfg. Co., Philharmonic Radio Co., Pilot Radio Corp., E. H. Scott Radio Laboratories, Stewart-Warner Corp., Stromberg-Carlson Telephone Mfg. Co., Zenith Radio Corp., Hallicrafters Inc., Hammarlund Mfg. Co., National Co., Radio Engineering Laboratories, Western Electric Co.

EDWIN A. KRAFT, owner of KINY, Juneau, Alaska, and head of Northwest Radio Adv. Corp., Seattle, has applied to the FCC for a new 250-watt station on 1230 kc. in Kodiak, Alaska.

Bingham to Capital For Liaison Work

WHAS Owner to Serve Naval Newspaper, Radio Groups

TRANSFER of Lieut. Barry Bingham, president and publisher of the *Courier Journal* and *Times* and owner of WHAS, Louisville, now on leave of absence, from the Great Lakes Naval Training Station to Navy Department headquarters in Washington, was announced last week at the Department.

Lt. Bingham

Lt. Bingham for the last two months has been at the Great Lakes station as assistant public relations officer of the 9th Naval District. His new temporary assignment in Washington is in the public relations office, radio branch, now being reorganized under the direction of Frank E. Mason, vice-president of NBC, who holds the status of civilian chief and special assistant to Secretary of the Navy Knox.

Liaison Function

Because of his experience both in the newspaper and radio fields, Lt. Bingham is expected to function in a liaison capacity between the two branches of the public relations department.

Lt. Bingham has been on leave of absence from the newspaper-radio properties in Louisville since his call to active duty several months ago. Mark Ethridge, vice-president and general manager of the newspapers and station, is actively in charge of the operation during Lt. Bingham's indefinite leave.

M & M Candy to Add

M & M CANDY Co., Newark, periodically adding stations for its 26-week schedule of station break announcements, now has the following list: WMBG WCAO WDRC WJSV WEEI KYW WGY WARM WBAX WTAM KDKA WHIS WRAK WDBJ. Others will be added later. Agency is Lord & Thomas, New York.

MRS. CHARLOTTE NELSON, 82, mother of Al Nelson, general manager of KGO-KPO, San Francisco, died July 11 at her home in Chicago.

UP A TREE ABOUT THE BEST WAY TO REACH THE BUYING POWER OF THE RED RIVER VALLEY? YOU'LL FIND THE ANSWER ON

WDAY FARGO, N. D. 5000 WATTS-NBC

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

ARIZONA'S FIRST STATION

First on the dial
First with listeners
First in results for advertisers

KOY 550 KC

CBS PHOENIX

Mail response means sales response—and KOY pulled over 90,000 letters in 1940!

JOHN BLAIR & COMPANY

AFFILIATE STATION WLS CHICAGO

ADAM HAT FIRST FIGHT TELEVISOR

BECOMING the first sponsor of televised sports contests, Adam Hat Stores, New York, last Monday signed a contract with NBC to sponsor television broadcasts of boxing matches held at Ebbets Field under promotion of the Brooklyn Boxing Assn., headed by Chick Meehan, former football coach.

The first televised fight under the new Adam Hat contract is scheduled for July 22, the Red Burman-Melio Bettina heavyweight match, and will be carried on WNBT, New York NBC television station, at 9:30 p.m. (EDST).

The July 22 fight also will be sponsored for regular broadcast on NBC-Blue by the company, which in addition will sponsor a series of 10 other bouts on NBC-Blue, from Shibe Park and the Philadelphia Auditorium under promotion of Herman Taylor, Philadelphia fight impresario.

Jack Fraser has been assigned to handle the commentary for the televised version of the Burman-Bettina fight, with Sam Taub and Bill Stern, NBC fight announcing team, presiding over the Blue broadcast. NBC holds exclusive broadcast and television rights to all bouts at Ebbets Field, home of the Brooklyn Dodgers, as well as exclusive broadcast rights for Taylor's Philadelphia fights.

WGAA, Cedartown, Ga., Slated to Begin Aug. 1

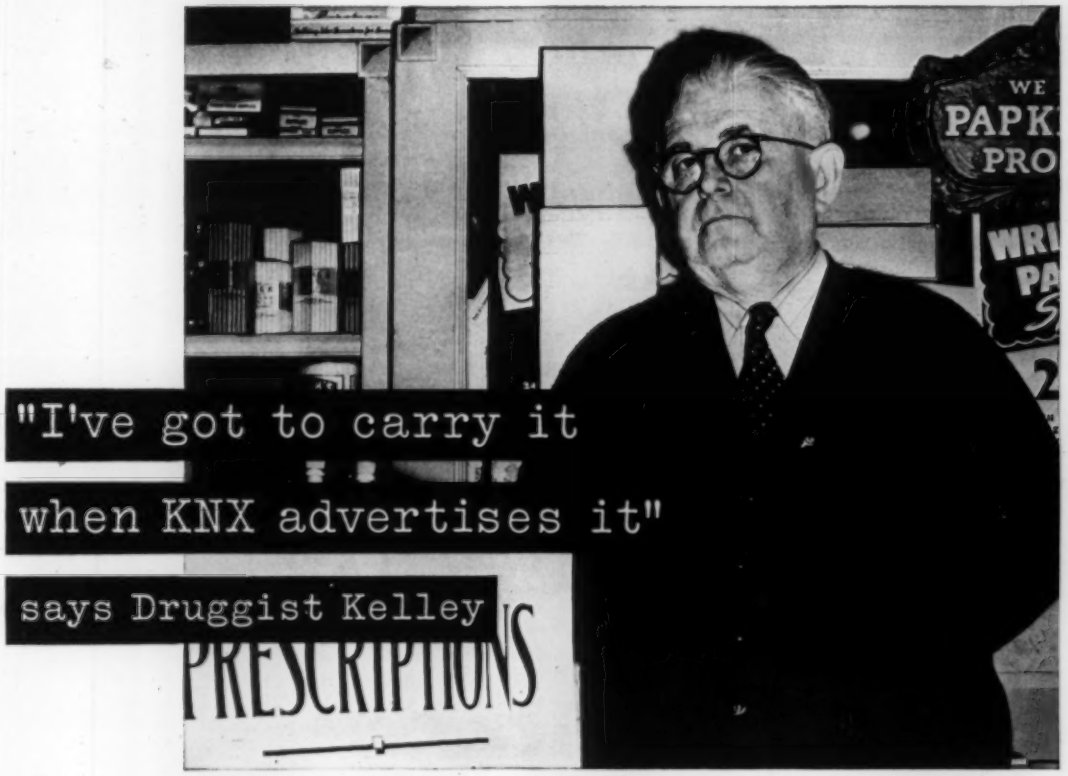
ALTHOUGH uncertain of the starting date due to delays in receiving equipment, the new WGAA, Cedartown, Ga., is scheduled to go into operation Aug. 1, according to R. W. Rounsaville, vice-president and general manager of the station. Construction permit was authorized May 6 to Northwest Georgia Broadcasting Co. [BROADCASTING, May 12] of which O. C. Lam, Rome theater operator and farm owner, is president-treasurer and 82.5% stockholder. Mr. Rounsaville, a dancing school owner, holds 16.7% with Joe W. Lam having a qualifying share. Station will operate on 1340 kc. with 250 watts.

Program director will be Tom Phillips, and chief engineer, Dencil Pulley with other personnel to be chosen. Studios and transmitter will be equipped with a Gates-American transmitter, Gates console and Presto turntables and a Wincharger tower is being erected.

More for Lydia

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary), on August 1 will add 21 stations to its schedule of one-minute transcribed announcements, making a total of 85 stations now used. Contracts are for one month. List includes: KGU WOKO WWNC WBTM KMJ KXYZ WJAC KHJ WLVA WMAZ WSFA KOIL WPRO WEEU WSAY KTOC WGBI KGA WSPD KVOA WRAK. Agency is Erwin, Wasey & Co., New York.

IRVINE B. KITTINGER, 66, president of the Kittinger Furniture Corp. and one of the organizers of the Buffalo Broadcasting Corp. (WGR-WKBW), died July 12 in Buffalo.



C. S. Kelley, druggist in Santa Ana, California, has watched a lot of things happen to the retail drug business. He has served Santa Ana for 52 (yes, *fifty-two*) years. He has seen many branded drug products come and go—and knows the power of KNX to keep the leaders out in front today.

"When things are advertised on KNX," says Mr. Kelley, "Folks start asking for them . . . and I have to stock them."

KNX
LOS ANGELES
50,000 WATTS

Retailers who ring up the dollars Southern California spends for drug items know the demand that KNX builds. That's why they point to KNX as radio's most potent force in the West's richest market.

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES with offices located in New York, Chicago, Detroit, St. Louis, Charlotte, San Francisco

GOLF COURSE MODEL pack transmitter is this outfit used by WTCN, Minneapolis. It is mounted on rubber tires, with handle at top. Operating is Roger Parker, engineer, with Pete Lyman announcing. The mitts at the top belong to a caddy.

IN A SERIES of six Sunday broadcasts, NBC-Red is presenting concerts by the Chautauqua (N. Y.) Symphony Orchestra under the direction of Albert Stoessel from the 68th annual summer festival held at Chautauqua.

Bennett Urges Broadcasters To Continue Copyright Drive

Warns That Inertia Will Dissipate Benefits of Recent Legal Actions; Belittles Suit Threats

A WARNING to broadcasters that they reappraise the current copyright situation lest they become victimized by the same kind of inertia that culminated in the crises of 1932 and 1936, after deals had been made with ASCAP, was sounded last Tuesday by Andrew W. Bennett, general counsel of National Independent Broadcasters and former special assistant to the Attorney General, in charge of copyright litigation.

In a thorough analysis of the current copyright situation, embodied in a letter to Harold A. Lafount, president of NIB, Mr. Bennett debunked ASCAP's threat of $20,000,000 treble damage suits against the industry as simply another "fear complex".

The truth about treble damages, he said, is that every music user whose continued existence depended upon the obtaining of a license from ASCAP prior to December, 1940 "has a valid and enforceable suit for treble damages against ASCAP and all of its members". He contended that "the shoe really is on the other foot".

Not Yet Solved

Asserting that the true ASCAP situation has been "clouded by rumors, threats and self-serving statements to such an extent that many stations have become more confused than ever", Mr. Bennett declared a serious condition prevails in radio despite the advances during the last year toward solution of the copyright problem.

Because of the improved condition, he said, many broadcasters believe either that the problem has been solved or that it will be solved for them by others. This, the attorney asserted, is "the same type of inertia which commenced in January, 1936 when ASCAP's five-year extension of then existing contracts was forced upon all stations by ASCAP after the networks set the pace in June of 1935 by entering into such licenses. The direct result of that inertia created by the 'five-year breathing spell' was the condition which developed last year and history is in danger of repeating itself."

In addition to the advances made through the formation of BMI, which he said had performed a "stupendous task" and has given an opportunity to new composers, authors and publishers in a field heretofore closed to them, Mr. Bennett cited two legal advances. He enumerated these as follows:

Supreme Court Ruling

"We now have (1) the limited benefits obtained from ASCAP's consent decree entered last March in the Government's suit brought in the U. S. District Court at New York, and (2) the unanimous opinion of the U. S. Supreme Court in the so-called Florida-ASCAP case upholding the constitutional right of State legislatures to enact both prohibitive and regulatory legislation against monopolies and restraints by combinations of copyright owners (*Watson, Atty. Gen. Florida* v. *Buck, Pres. ASCAP*). Only two provisions of the consent decree afford material benefits:

"(a) ASCAP must clear at the source all network programs (both commercial and sustaining). No provision of the decree authorizes a network to pass on this charge to the affiliates. Nor is there any provision which prohibits it. In Florida and Nebraska the State laws now on the statute books prohibit such charge back.

"(b) ASCAP must make available to all stations, including networks, a license whereby payment of license fees is based on use. This license, at ASCAP's option, may be either on a 'per-program' payment basis or on a 'per-piece' basis. By 'per-piece' I mean a payment for each individual ASCAP number performed. By 'per-program' is meant a payment on each program in which one or more ASCAP numbers are performed.

"A station, at its option, may request and accept a blanket license similar to ASCAP's past demands, but in this event the decrees requires that the license fees of the blanket payment license and the per-use payment license shall bear 'a relationship * * * justifiable by applicable business factors'. This means that the cost of the 'per-use' license must not be so excessive in relation to the blanket payment basis as economically to force stations to take the blanket license."

Unless these advances are car-

THERE'S WGN, FOLKS—

WGN enjoys a distinct advantage in having its studio building located on Michigan Avenue. This building is tangible testimony to Chicagoans that WGN is rooted in their community.

The people in metropolitan Chicago feel that WGN is an integral part of their city. That's one reason why they named WGN their "outstanding radio station." That's why WGN led all other Chicago stations on the basis of familiarity and prestige.

That is another reason, and proof, why *your program* on WGN will have more listeners. May we show you?

WGN

Eastern Sales Office
220 E. 42nd St.
New York, N. Y.

A Clear Channel Station

50,000 Watts • • 720 Kilocycles

MUTUAL BROADCASTING SYSTEM

WGN

Paul H. Raymer Co.
Los Angeles, Cal.
San Francisco, Cal.

ried forward so that a monopolistic combination of copyright owners may not "again close the door to open competition" in the sale and purchase of performing rights, Mr. Bennett said there is "extreme danger of a repetition of 1932, 1935 and 1940".

"In my view," he continued, "the unanimous opinion of the Supreme Court in the Florida-ASCAP case furnishes the means of forever setting the broadcasting industry and other users of copyright music free from the domination of price fixing monopolies. That task of acquiring freedom should be carried on to completion and not be lost through inertia. It is the task of some representative organization of the industry which should function for the benefit of the entire industry and not be subjected to the selfish motives of a few. Unless this is done, it is my belief that we will be faced with an assortment of State statutes which lack uniformity, will lead to endless litigation and which may be more confusing than beneficial.

"Even at the present moment, there seems to be little effort made by the industry to take advantage of the gains made to date. For nine years the industry repeatedly has called for a method of licensing by ASCAP which would require payment only on the ASCAP music actually performed. Under the Government's consent decree, ASCAP not only must clear network programs at the source but must make available to all stations, including networks, a license on a 'per-use' basis which must bear 'a relationship * * * justifiable by applicable business factors.'

ASCAP Intent

"Up to the present time, it is my opinion that nothing has taken place indicating an intention on the part of ASCAP to license according to the intent of the consent decree or on the basis of normal competitive business methods. On the contrary, the atmosphere is cluttered with threats, self-serving declarations and similar propaganda all tending toward the re-establishment of the ASCAP blanket license with payment to ASCAP of a per cent of gross receipt.

"ASCAP is the seller seeking to establish a market for the product of its members. As the seller, it is up to ASCAP, if it wishes to dispose of its product, to submit to each station individually a proper offer. Then it is up to each station to determine whether the price and terms of the offer are economically desirable to it and whether it wishes to buy. ASCAP material no longer is indispensable to the operation of the station, and ASCAP now must compete with other copyright owners on quality and on price. It is not legally necessary for a station or a network to approach ASCAP with offers to buy.

"Let me suggest that there appears to be much loose thinking regarding the copyright problem, and this is stimulated by the propaganda directed toward a return to the old licensing method with payment to ASCAP based upon gross receipts. Fifth column activities are not limited to dictator nations.

"We have had the argument dinned into our ears so long by combinations that the blanket license with a blanket fee is the only workable and practicable method of buying performing rights that many fail to recognize such licensing method as the chief tool for regaining and maintaining domination in the combination. Though we are the dispensers of advertising, we forget the first principle of advertising—that repetition breeds belief.

Or Else!

"The trend toward an ASCAP license with a payment of a percentage of the station's gross income is accelerated by developing a 'fear complex'. This has been one of ASCAP's basic weapons in the past, the 'pay what you're told or else be sued for infringement' demand with which music users became so familiar—the prevention of competitive selling or buying in a free and open market and the enforcement of the blanket license under a claim that the Federal copyright laws granted copyright owners a special immunity from the provisions of anti-trust laws.

"Now that this claim has been destroyed by the U. S. Supreme Court through its unanimous decisions in the Florida and Nebraska-ASCAP cases, and now that ASCAP has been substantially 'off the air' for six months, the lyric has been changed slightly, but the melody lingers on. The effort to instill the same old 'fear complex', the effort to destroy competitive selling and buying in an open market by the blanket license method is in full swing. But this time the threat is not the threat of infringement suits.

"ASCAP's new lyric to recreate the 'fear complex' is the threat of treble damage suits—treble damage suits under the Sherman Anti-Trust Laws for alleged damages of 20 million dollars. Treble damages under the very laws for violation of which ASCAP and its members were prosecuted both civilly and

(*Continued on page 46*)

Can't Be Cancelled

SOCONY-VACUUM OIL Co., New York, has signed a 52-week non-cancellable contract with WABC, New York, for a news program on WABC, New York, to start Aug. 4, Mondays through Saturdays, 10:45-11 p.m. News commentator has not yet been set. Agency is J. Stirling Getchell, New York.

CAUSE: WIBW's 500% increase in nighttime power (still on our enviable frequency of 580 kilocycles).

EFFECT: (1) In round numbers, OUR FAMILY has been increased by over two and a half million listeners.* (2) Mail response is daily shattering all previous records. (3) Advertisers report sales and distribution increasing beyond all expectations.

CONCLUSION: When so many new listeners are stirred to such IMMEDIATE ACTION by WIBW's friendly, personalized selling methods . . . OUR FAMILY offers a market that calls for investigation . . . RIGHT NOW.

** In WIBW's 0.5 mv area alone.*

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

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Broadcast Advertising

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BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

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Gestapo Tactics

NEVER in American history has national unity been more essential. President Roosevelt has implored the nation to work together in the interest of security. Party lines and pure political differences have been dropped. Along broad lines Mr. Roosevelt's plea has been heeded.

But is the Administration itself hewing to the national unity theme—insofar as radio is concerned? Broadcasting, it is true, is an infinitesimal part of the nation's fabric, but it is an important fraction. If ever an industry cringed in a virtual state of terror, it is broadcasting today under the lash of the FCC.

We now behold radio's Gestapo, begot by the FCC! It is after the nation's press, via the radio route. Certainly there can be no help to the cause of national unity if both the press and radio are besieged as they are by a creature of government.

With youthful ineptness, minions of the FCC's recently created investigation unit are virtually swooping down upon broadcast stations, networks and press associations and figuratively flipping their lapels to reveal shiny badges, then ransacking files, personal and otherwise, to sift out the "dirt." All this in preparation for a "trial" before the same FCC.

This isn't censorship. It's something worse —intimidation. Stations are licensees of the FCC. Their refusal to give open sesame to these "investigators" might figure later in reprisals on application renewals. This may sound ludicrous, but it has happened. Even subpoenas have been signed, but thus far not served. It is doubted whether they will be. It seems to be part of the intimidation process.

The FCC Inquiry Section says it is only seeking data upon which to pursue the inquiry into the question of newspaper-ownership policy, scheduled to start July 23. Yet these investigators, according to reports we have received, in most cases have sought only to ferret out that which might prove of value in building a case against newspaper ownership. It is difficult to reconcile the FCC's press release of last March, stating that a full and free hearing would be afforded and that the issue had not been prejudged, with the tactics of the FCC's investigators.

There is a hopeful sign now. The newspapers realize that the issue transcends the mere newspaper ownership of stations. The American Newspaper Publishers Assn. has interceded and is already engaged in a preliminary skirmish with the FCC, challenging its jurisdiction. For if the evident FCC thesis of disqualifying newspapers from station ownership holds, it would mean that a publisher would be classed with a criminal or an alien who, under the statute, cannot qualify as a licensee.

Realistic thinking is needed. The FCC, if it isn't acting under orders from higher up, nevertheless is not being deterred by the Administration.

The chain-monopoly regulations, the newspaper-divorcement inquiry, the attack upon multiple ownership, and the blithe though left-handed attempt to crack commercial broadcasting in sanctioning the Muzak "subscriber type" service by calling it "broadcasting" — all reflect a trend toward destruction of the present system of American broadcasting. But what the more ardent New Dealers of the radical fringe (including some of the FCC staff) really want is to dismember not only radio but forcibly to develop a servile press.

Appeasement doesn't work. One of the failings of businessmen is to forsake principle when dollars can be salvaged through compromise. The tendency is to ride the trend.

It should be crystal clear now that the promise of a fair trial before the FCC on the newspaper issue is little short of mockery. One has only to review the chain-monopoly proceedings which began in 1938 and ran through last May, when the FCC issued its final report, for the answer. The weight of the evidence was ignored. Only isolated instances of abuse were cited.

If existing FCC processes are followed we feel we can almost predict the conclusions of the FCC's majority. With its indicated preconceived notions, and totally oblivious of the Constitution, the Communications Act and the courts, all of which guarantee the right of an American citizen to engage in any legitimate enterprise, the FCC will probably find that the "public interest" is not being served through joint newspaper-station ownership.

How? A reading of the FCC's questionnaire to all stations on the newspaper issue provides the clues. They point to a desire to prove unfair competition; coloring of news in favor of sponsors; failure to provide equal time to all sides of controversial issues; denial of program listings and space to competitive non-newspaper stations; combination rates; press association restrictions; making too much money. Just a sentence here and a clause there in some ten-year old contract or letter—that would be ample to justify its conclusions.

There are huddles and conferences on the FCC's hydra-headed assault on the industry to compromise and appease and narrow the issues. But the FCC majority's goal clearly is unchanged—destruction of commercial broadcasting because it is deemed too powerful with the jackpot ultimate control of the press through its radio properties.

If it's to be survival of the fittest, it's about time for both press and radio to wake up and think along similar wrecking-crew lines.

First Things First

BROADCASTERS know what it is to be blitzkrieged. They are being strafed by the FCC, encircled by ASCAP, sniped at by the American Assn. of Advertising Agencies, dive-bombed by the income tax folks, and conferred with on a negotiated peace in the monopoly regulations. That does not take into account the newspaper-divorcement battle coming up, or the industry dissension being provoked from other quarters.

It is impossible to bring order overnight out of this sort of chaos. And all of these diverse and confused movements can't be handled simultaneously. It seems to us that first things should come first. The most pressing problem, of course, is the Aug. 2 deadline on the chain-monopoly regulations.

With so many things happening on so many fronts, it seems to us a bad time to force decisions on purely industry issues as against the more pressing regulatory-legislative problems. Copyright falls in that category. So does the AAAA demand for recognition of the 2% cash discount. In this issue we publish two separate appraisals, from the viewpoint of the independent broadcaster, on the ASCAP-network negotiations. There are serious legal problems involved, in the light of the Department of Justice consent decree requirements both as they pertain to ASCAP and BMI. And there is an even more fundamental question of principle involved in the proposal that affiliates pay to the networks a percentage of their income to help defray the network bill.

Many stations feel they can get along without ASCAP. It has been perfectly obvious since Jan. 1, 1941 that ASCAP music is not indispensable, even though it may be desirable. Stations must do their own thinking on this issue. Food for thought, on one side, is provided in the articles in this issue quoting Ed Craney, who needs no introduction, and A. W. Bennett, NIB counsel, who fought the ASCAP war for Uncle Sam in its earlier stages.

In every industry crisis there is a scapegoat. In this case the NAB is under fire. We do not gainsay that some of the criticism may be justified. But we feel that any full-scale movement for disintegration of the trade association is ill-timed, and would play into the hands of radio's all-too-numerous enemies, Governmental and otherwise. There is no united front, but the NAB is the closest thing to it. Keep it going until there can be calm, cool consideration of a revised or reorganized structure, if that is deemed necessary! Let's do it the democratic way—by convention ballot!

Broadcasting, if it is to make the most out of the existing situation, must maintain its basic stability. Dissension now could only mean a slide back that might take years to mend. Let's take these things in their stride and not try to solve everything today.

We Pay Our Respects To —

ARTHUR FRANK KATZENTINE

FOUR years ago Frank Katzentine was sitting in the patio of his Miami Beach home minding his own business, listening to the radio and reading a newspaper.

Noted as a man of versatile talents, he found this combination too much for him because the music was blaring and frequently interrupted.

Following custom, he decided he ought to do something about it. He did!

Five months later WKAT took the air in Miami with 100 watts power. And, of course, a nightly program of "music to read by".

Now he is manager of a 1,000 watt NBC outlet for the Greater Miami area and is doubling the capacity of the station's studio and transmitter plant located on the Miami Beach edge of Biscayne Bay.

Frank spends most of the day in his law office, but he takes time off at least once a day to discuss programming and sales with his staff. Not being 100% immersed in radio he sometimes comes out with ideas far from the normal industry routine.

Take the famous mystery of the Blue Cats!

That happened more than a year ago, and they're still talking about it in New York and Chicago advertising circles.

All Frank did was roundup some litters of white kittens, dip them in blue vegetable dye and ship them where they would do the most good. Each feline carried a tag with a reminder that "KAT Goes Blue", and messenger boys carried the pussies to their agency destinations.

Frank Katzentine was born Jan. 16, 1902, in Talladega, Ala. Available records fail to list any startling episodes in his youth until he entered Vanderbilt University. There he played varsity end on the football team representing that famed member of the gridiron elite.

In 1924 he was graduated with an LL.B. degree. Again the records are silent, but only for a couple of years. For the Katzentine saga is marked by a striking achievement for a youth of 25—a judgeship. That was in 1928, quite a year in the Katzentine career.

Besides being appointed to the municipal bench in 1928, he was admitted to the bar earlier in the year and on June 11 married Ucola Collier, of Greenwich, Conn. He is a member of the law firm of A. Frank Katzentine & W. Sanders Gramling.

Later he became acting district attorney and in 1932 was elected mayor of Miami Beach. During his term of mayor he was responsible for tracking down and capturing Harry Sidmore, nationally notorious and spectacular jewel thief. An amateur criminologist, he put his talents to effective use in this epic of Florida law enforcement. In 1935 he was awarded a medal for outstanding community service by the U. S. Junior Chamber of Commerce. Among other honorary appointments are colonelcies on the staffs of the governors of Florida and Kentucky.

Besides his studies in criminology, Frank is an authority on politics and trade relationships in the Caribbean and at one time represented the Republic of Cuba as trade advisor and counsellor.

One of his many radio campaigns was the one he waged last May at the NAB convention in St. Louis. There he waged a one-man campaign to induce stations and networks to substitute defense stamps and bonds for cash awards on quiz programs. He started the ball rolling, and the patriotic awards are now commonplace in the industry.

Frank is a member of Miami Beach's famed Committee of 100 and the Rod & Reel Club. He is an active Democrat and Baptist.

Personal NOTES

EDWIN E. DOWELL, assistant manager of British United Press in Canada, has resigned to rejoin the United Press at Portland, Ore. He has been with BUP since September, 1938, coming from the Seattle Bureau of UP, and has been located at the Toronto bureau since June, 1940.

IRA AVERY, WOR, New York, announcer, has been named night manager replacing Frank Knight, who returned to the regular announcing staff.

DICK DORRANCE, director of promotion for FM Broadcasters Inc., New York, has been named general manager of the organization.

RICHARD REDMOND, formerly sales promotion manager of William E. Rudge's Sons, New York, and previously of the CBS sales promotion staff, has been named assistant to Robert A. Schmid, MBS director of advertising and promotion.

GEORGE SUTTON, Washington radio attorney and a noted big game angler, has been spending the last few weeks on his yacht *Happy Days* fishing off Cape Hatteras. The famous guide, Bill Hatch, is accompanying him.

FREDERICK L. TURNBULL, formerly commercial manager of KMLB, Monroe, La., has been named business manager and promotional director of KPOW, Powell, Wyo.

CAL FARLEY, sportscaster of KGNC, Amarillo, Tex., took office July 1 as a district governor of Rotary International, having been unanimously elected at the recent international convention in Denver.

E. E. HILL, manager of WTAG, Worcester, Mass., has been named as representative for district No. 1 on the National Radio Defense Committee.

MERLE H. TUCKER, manager of KROD, El Paso, left July 12 for a three-week business trip in the Midwest and East.

HENRY B. WEAVER Jr., formerly of the firm of Sherley, Wilson & Weaver, is now associated with George F. Shea, Washington attorney.

H. HARRISON FLINT, program director of WOCB, W. Yarmouth, Mass., has been appointed head of public relations the state committee of public safety, a civilian defense organization for Barnstable County.

Paul B. Klugh

PAUL B. KLUGH, who in 1923 was one of the prime movers in founding the NAB, died July 14 while on a trailer trip in Yellowstone National Park. He was 66 and had retired from active business about five years ago. Mr. Klugh was executive head of Zenith Radio Corp., Chicago, when it operated the old WJAZ, and Comdr. Eugene F. McDonald, founder of the company, was made NAB president at its inception. Both were also active in the formation of Radio Manufacturers Assn. Surviving, besides the widow, are two daughters, Mrs. Irvin C. Garverick Jr., of Chatham, N. J., and Mrs. Gordon P. Stearns, of Rehoboth, Mass.

ALBERT R. PERKINS, former writer and story editor for Walt Disney Productions, has joined CBS as assistant director of script, according to William Spier, director of the CBS script dept. Also added to the script-writing staff are Sylvia Berger of CBS sales promotion; Jean Holloway, radio writer, and Harold Isaacs, freelance writer.

RICHARD C. PATTERSON Jr., former vice-president, of NBC, has been appointed chairman of the Defense Savings Committee for New York.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, was appointed to the board of directors of the Atlantic City Miss America Beauty Pageant.

ED DUTY, chief engineer of KHUB, Watsonville, Cal., has been named assistant manager in charge of station operations.

JOHN VAN CRONKHITE, recently with NBC in Washington, has joined the sales staff of WINX, Washington.

JAMES LEBARON, for two years eastern advertising manager of *Child Life*, has joined the New York sales staff of Joseph Hershey McGillvra, station representatives.

BILL SLOCUM Jr., CBS director of especial events, suffered an arm sprain while carrying a pack transmitter July 13 at Marine landing operations at Quantico, Va.

Grant Pollock Appointed To Direct WINC Sales

NAMING Grant Pollock, formerly of NBC, San Francisco, as commercial manager of the new WINC, Winchester, Va., Richard Field Lewis Jr., general manager and licensee of the station, has announced completion of the WINC personnel. Mr. Lewis, who also is owner of WFVA, Fredericksburg, Va., and at one time was chief engineer of KFXM, San Bernardino, Cal., was authorized last Feb. 4 by the FCC to construct the Winchester station which operates with 250 watts on 1400 kc. Formal dedication of the station, attended by Gov. Price and Senator Byrd, was held July 13 although the station has been on the air since June 26.

Other staff appointments are June Stoll, program director, and Jim Riser and Ogden Driggs, announcers. A Western Electric 451-A transmitter is being used with RCA speech equipment while the tower was obtained from Blaw-Knox Co. WINC operates as a bonus outlet of NBC-Blue.

William Dowdell Named WLW-WSAI News Head

WILLIAM DOWDELL, a member of the news staff of WLW-WSAI, Cincinnati, since June 8, has been named news editor of the two stations according to James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting.

Prior to his affiliation with WLW-WSAI, Mr. Dowdell was city editor of the *Cincinnati Post*. His 20 years of newspaper work include experience with the *Youngstown Telegram*, *Cleveland Press* and several New York papers. In his new position Mr. Dowdell will supervise the content of news broadcasts handled by a staff of more than 20 writers and newscasters.

Not the biggest... nor the "best"... -But a GOOD moderate size market where automotive, food and general merchandise sales are far above the national average!

You reap your share of the bountiful business when using this station!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

BEHIND the MIKE

KIM KIMMELL, program director and merchandising manager of KFDA, Amarillo, Tex., has been transferred to the sales force. He is replaced as merchandising manager by Jerry Brookman. Bill Dickson has joined the announcing staff.

STERLING TRACY, CBS Hollywood producer, has recovered from injuries received when he fell from a horse.

RAY LESLIE has joined the announcing staff of WPID, Petersburg, Va., for the vacation season.

CHARLES F. BEARDSLEY, 1941 graduate of Ohio State U, has been named merchandising manager of WMRN, Marion, O.

ROBERT BROWN, formerly with WCAR, Pontiac, Mich., has joined the announcing staff of WMAZ, Macon. WMAZ also announces the addition to its staff of Dorothy Muir, to handle women's features, and Val Sheridan, to handle a Sunday morning comic strip.

CLYDE CLEM, formerly of WISE, Asheville, N. C., and WORD, Spartanburg, S. C., has joined the announcing staff of WSOC, Charlotte, N. C.

EARLE McGILL, CBS producer and casting director, will produce shows at the Ann Arbor Dramatic Festival at the U of Michigan Aug. 9-11.

WILLIAM NELSON, son of Timebuyer Edward Nelson of Wade Adv. Agency, Chicago, has joined the program department of WLS, Chicago.

KEITH McLEOD, formerly production manager of Henry Souvaine Inc., New York, has joined NBC as a member of the production staff under Wilfred Roberts NBC production director. Mr. McLeod was with WJZ, New York, in its early days.

DOROTHY KILGALLEN, radio and newspaper columnist, who conducts the CBS *Vocie of Broadway* program for Johnson & Johnson, New Brunswick, N. J., on July 11 became the mother of an 8-pound son, Richard Tompkins Kollmar. Miss Kilgallen, in private life, is the wife of Richard Kollmar, actor currently on the CBS *Claudia & David* series for General Foods Corp., New York.

BOB KIEVE, who has been working summers in the special events department of WAAT, Jersey City, has been appointed publicity director of Intercollegiate Broadcasting System, company representing university and college radio stations.

DORIS LEEDS, formerly of a New York public relations firm, has joined the publicity department of KMBC, Kansas City, replacing Sally Deane who resigned to go to Wichita.

JACK BUSTER, graduate of the U of Texas and a newcomer to radio, has joined the announcing staff of KFRO, Longview, Tex.

BUD BLANCHETTE and Charles Luedke, announcers of KGVO, Missoula, Mont., have joined the Army.

BOB ANTHONY, formerly announcer of WSPA, Spartanburg, S. C., and previously production manager of WOLF, Syracuse, has joined WORD, NBC-Blue outlet in Spartanburg, as program director.

WILLIAM JENKINS, from WGY, Schenectady, has joined the announcing staff of WINX, Washington.

EDWARD J. TAIT has been promoted to acting program director of KFRO, Longview, Tex., replacing Jesse G. Turner who left to join KRRV, Sherman, Tex.

MICHAEL BLAIR, former production chief of WFIL, Philadelphia, joins the staff of WIP, Philadelphia, to take over the all-night chores of the Pep Boys *Dawn Patrol* while Mort Lawrence, the original program pilot, vacations in Maine.

LEE VINES, announcer of WIP, Philadelphia, on July 10 became the father of a boy born at St. Luke's Hospital.

LOU HERMAN, freelance script writer, Chicago, is the father of a baby girl born July 12.

WENDELL NOBLE, new to radio, has joined the announcing staff of KOY, Phoenix.

FREDERICK POLLOCK, formerly of WTEL, Philadelphia, has joined the announcing staff of WHAT, Philadelphia.

ED ALLEN, formerly of WFBG, Altoona, Pa., has joined the announcing staff of WIBG, Glenside, Pa.

FRANCES J. KENNEDY, continuity chief of WHBF, Rock Island, Ill., is the father of a boy, born recently.

CHUCK McDANIELS, formerly a pianist with an Omaha orchestra, has joined WNAX, Yankton, S. D.

RUTH JOSEPH, graduate of the Ohio State U School of Journalism, has joined the service department of WHK-WCLE, Cleveland.

MURRAY YOUNG, news commentator of WHK-WCLE, Cleveland, is to marry Louise Roberts soon.

PATRICIA BRESNAHAN, bookkeeper of KIT, Yakima, Wash., was married July 5 to Frank Coleman, Tacoma.

CAROLYN MONTGOMERY, pianist and vocalist and formerly arranger for George Olson's orchestra, has joined the staff of WJJD, Chicago, doing the thrice-weekly series *Carolyn Sings*.

WEED AND COMPANY
NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO
★
RADIO STATION REPRESENTATIVES

Meet the LADIES

JANE PORTER

A VETERAN of 2,700 broadcasts on KMOX, Jane Porter, energetic conductor of the *KMOX Magic Kitchen Cooking School* for seven years, can proudly point to her record of continuous sponsorship by various St. Louis food manufacturers since 1934. During this period Jane has given away more than a half-million samples, cook books, recipes, cakes and baskets to guests attending her programs.

Three years ago Jane struck upon the idea of doing just a little more than her usual broadcasts and as a result has spoken before more than 600 religious, educational and civic groups in St. Louis and nearby Missouri and Illinois. In addition she now makes personal appearances daily at grocery stores with her "Magic Kitchen Trailer" for food demonstrations.

Aside from contacting 87,000 persons outside of her broadcasts last year, Jane writes her own material and commercials and as a sideline does a newspaper column.

ROBERT MONK, recipient of a WLW radio scholarship in 1940 and more recently farm program assistant and announcer of WIZ, Tuscola, Ill., has been appointed program director of the new KHMO, Hannibal, Mo., scheduled to go on the air Aug. 1.

CARLTON WARREN, assistant program director of WOR, New York, on June 28 married Edith Van Buskirk of Bridgeport, Conn.

MARSHALL DANE, WOR announcer, is the father of a girl, born June 19.

BILL TAYLOR, formerly of WPAY, Portsmouth, O., has joined the announcing staff of W71NY, New York, FM adjunct of WOR.

ARTHUR TURNROSE, formerly chief engineer at KWJB, Globe, Ariz., has joined the announcing staff of KSRO, Santa Rosa.

EUGENE EUBANKS, former Hollywood actor and director and more recently producer of NBC, Chicago, has joined the radio production firm of Covert Co., Chicago, as producer.

BILL GEIMAN, formerly of KALW, San Francisco, has joined KHUB, Watsonville, Cal., as announcer and news editor.

LUTHER BRAND, formerly of WMAM, Marinette, Wis., has joined the announcing staff of WOWO-WGL, Fort Wayne.

RILEY JACKSON, announcer of WIND, Gary, on Aug. 2, will marry Margaret Reeser of Clinton, Ill.

MARCELLA O'CONNOR, of the production department of KROW, San Francisco, has joined Photo & Sound Inc.

DON THOMPSON, NBC western division special events director, a lieutenant in the reserves, has reported for active Navy duty.

ROBERT RILEY CRUTCHER, Hollywood freelance radio writer, has been signed by 20th Century-Fox Studios to work on the film, *Between You and Me*.

WERNER JANSSEN, completing a South America professional tour, has been signed starting July 31, for six weeks to conduct the weekly *Standard Symphony Hour*, sponsored by Standard Oil Co. on Don Lee Pacific Coast stations.

PHIL BROOKS, formerly of KROC, Rochester, has joined KRKD, Los Angeles, as summer relief announcer.

OWEN BABBE has been promoted to chief announcer of KMPC, Beverly Hills, Cal., succeeding Jack Stafford who is devoting his time to sports events. Dick Carey, announcer, has resigned to join the Navy Air Corps and is stationed at Long Beach, Cal.

LOUIS DEARBORN has joined the announcing staff of WOCB, West Yarmouth, Mass., replacing Richard C. Kilbourne, drafted; Majorie Gates Alley, of Providence, has joined WOCB to handle women's and children programs; Frank L. Miller, formerly of the advertising department of S. C. Bird & Sons, Boston, has been named chief continuity writer of the station.

WHAT THEY ENJOY
CBS 'Forecast' Experiment
Subject of Book

EIGHT invitations, spaced week by week, are being sent out by W. B. Lewis, CBS vice-president in charge of broadcasts, for the annual *Forecast Series* starting July 14. In advance of the invitations the network sent a book telling about the series.

The book is titled *Seventh Son —On Monday Nights at Nine*. Decorated in symbolic art with a sort of modern Egyptian motif, the book discusses what listeners enjoy and how CBS is using the *Forecast* as a means of developing new program ideas. The network suggests:

"Listen as America will listen. Judge the programs, as all America will judge them. America will be evaluating the *Forecast* series from the view of whether, as listeners, they will want these programs continued. So will you, but you will enjoy a unique dual role . . . that of potential listener and that of potential sponsor."

Fights on Shortwave

JULIO GARZON, Spanish language sportscaster of WGEO, General Electric shortwave station in Schenectady, has been assigned to handle broadcasts in Spanish of all boxing bouts to be staged during the coming year by Mike Jacobs and the Twentieth Century Sporting Club, New York. The next fight, a championship bout between Fritzie Zivic and Freddy Cochrane, will take place July 28. These Spanish language programs are broadcast by WGEO through an arrangement with MBS which carries the fights under the sponsorship of the Gillette Safety Razor Co., Boston, over the longwave in this country.

HOW RADIO SELLS FURNITURE
Three-Fourths of Sponsors Get Satisfactory Results, According to Survey

ABOUT three-quarters of the U. S. furniture retailers using radio report satisfactory results from their broadcast advertising, with half this number reporting "good" results.

This was indicated in a survey conducted among 2,000 furniture retailers throughout the country by the National Retail Furniture Assn., *National Furniture Review* and *Radio Showmanship*. Results of the study indicated that 37% of the retailers participating reported good returns on their radio expenditure, with another 37% reporting fair returns.

The survey, which covered retail furniture outlets all over the country with annual volumes ranging from $14,000 to $2,000,000, indicated that 77% of the participating stores located in cities with radio stations used radio advertising, and that radio-advertised establishments did a greater volume of business per capita than non-radio stores.

Length of Program

The study also indicated that length of the store's program was an important factor in successful results from broadcast advertising, with that quarter-hour program rated the most productive time unit and the five-minute program the least productive.

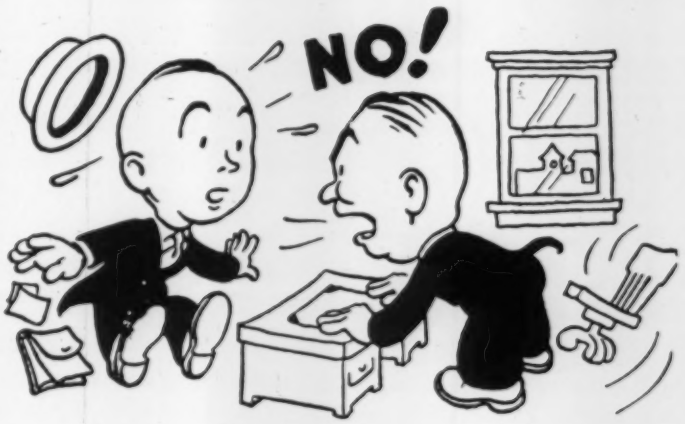
Consistency of the advertising program also established itself as a major factor in the pulling power of the radio campaign to sell furniture, it was shown. Of the retailers reporting highly productive results, 82% were on the air for 52 consecutive weeks. Of this same group, 37% used radio every day in the week.

Although the time of day when the broadcast is carried was shown to be important, the survey indicated that individual days are not vital factors in insuring radio's effectiveness in this field. According to the study, 61% of the retailers reporting satisfactory results broadcast between 9-11 a.m., 1-5 p.m. and 7-10 p.m.

As between institutional and selling copy, 68% of the merchants reporting good and fair results emphasized institutional copy, while among those reporting poor results only 35% used institutional copy, with the remaining 65% relying on price selling copy.

PERSONNEL changes have just been announced by KPO-KGO, San Francisco, as follows: Niel Shaver and Jack Ulrich from guest relations to sound effects; Don Monett to the Army; Bill Emery as supervisor of guest relations, succeeding Ulrich; Leonard Gross and Frank Olsson to guest relations; Milton Frank and George Croke are new additions to the messenger mail department.

They wanted to sign a 5 year contract on WRNL!



EARLY this year the Dr. Pepper Bottling Co. (who is goin' to town!) started a three-times-a-week show on WRNL for 13 weeks. Then they increased it to five-times-a-week for 52 weeks. ¶ Then two weeks after this contract started, they wanted to sign a FIVE YEAR contract! ¶ This client knows what WRNL is doing in the rich Richmond radius for advertisers who know what they are doing . . . and our renewals prove that lots of 'em do! Yes, WRNL rings the bell on cash registers in Virginia's No. 1 market. Ask Edward Petry & Company for all the facts!

WRNL RICHMOND VIRGINIA

AGENCY Appointments

DORSET FOODS Inc., New York (canned chicken products and soups), to W. I. Tracy, New York. May use radio.

ARMAND Co., Des Moines, to Ivan Hill Adv. Agency, Chicago.

MAY OIL BURNER Corp., Baltimore, to S. A. Levyne Co., Baltimore.

CHRISTOPHER CANDY Co., Los Angeles (wholesalers), to Sidney Garfinkel Adv. Agency, that city.

CAMPBELL SOUP Co., Camden, N. J., to Ruthrauff & Ryan, N. Y., for Campbell cups.

ROBERT H. GRAUPNER Inc., Harrisburg, Pa., to John P. Weidenhamer & Assoc., Harrisburg.

JOHN MIDDLETON Inc., Philadelphia (tobacco), to John Falkner Arndt & Co., Philadelphia.

TEA GARDEN PRODUCTS Co., San Francisco, to Erwin, Wasey & Co., San Francisco.

LIME COLA Co., of Cal., Los Angeles (concentrate), to Cesana Associates, Hollywood.

NORTHWEST MFG. Co., Mitchell, S. D. (oil burners), to Barrons Adv. Co., Kansas City

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NEW SUBSCRIBERS to the NBC Thesaurus Library as of July 1, announced recently by the Radio Recording Division, include: WAGE, Syracuse; WERC, Erie; WWDC, Washington; KABR, Aberdeen, S. D.; WEAU, Eau Claire, Wis.; KFBB, Great Falls, Mont.; WSBT, South Bend, Ind.; WJMA, Covington, Va.; CKRN, Rouyn, Que.; WMRE, Lewiston, Pa.; WOC, Davenport, Ia.; WOPI, Bristol, Tenn.; KSRO, Santa Rosa, Cal.; WLPM, Suffolk, Va. and KVOS, Bellingham, Wash.

BOYS AND GIRLS OF WJR, Detroit, wear broad smiles as the judges announce victory over staff of WGAR, Cleveland, in Noxzema's *Quiz of Two Cities*. Left to right: Bob Clark, WJR organist; Alice Bellamy, receptionist; Dave Baylor, m.c. from WGAR; Ruth Franklin Crane, director of women's activities; Jack Laffer, announcer.

BEHIND THE STROH CURTAIN

Brewery Sponsors Quality Musical Program and Merchandises It With Vigor

By ARDEN YINKEY
Zimmer-Keller, Detroit

IN MAY 1940 we launched Stroh Brewery Co. of Detroit, upon a campaign of radio advertising, in addition to the large volume of newspaper, outdoor and other forms of advertising which we place for this client. The company preferred a musical program, and to insure high character and quality we secured the services of W. G. Haenschen of New York. Drawing upon the Detroit Symphony, Mr. Haenschen organized a 36-piece all-string orchestra, composed of top-notch musicians.

Then we went to New York, and with Mr. Haenschen auditioned a number of singers. These we knew only by number, and we made our choice without seeing the singers. For our soprano we chose Margaret Daum, and Thomas L. Thomas for our baritone.

On the Road

To cover adequately, the Stroh distributing territory in Michigan, Ohio, Pennsylvania and Indiana, we chose WJR, Detroit, for a Tuesday evening half-hour, 7:30 to 8, working from the Masonic Temple auditorium which seats 1,800. Tickets to the broadcast are distributed free and each week a sizable audience has filled the hall.

Recently, Mr. Zimmer, president of our agency, conceived the idea of taking the show to some of Michigan's important industrial centers. We found that Flint, Grand Rapids, Saginaw, Lansing and Jackson have auditoriums with audience capacity from 2,500 up to 6,200. Mr. Zimmer believed the people in these smaller centers—with no opportunity of seeing a big-time broadcast as done in New York, Chicago, Hollywood, and this great show in Detroit—would want to see, hear and meet these artists.

They did—to the extent of filling our halls. We gave them a "peek behind the curtain" with the final dress rehearsal and tuning up at 7 o'clock, then the usual WJR broadcast until 8. After that, another half-hour concert just for them.

The broadcasts from these out-state centers were a tremendous success. Each house was taxed, not only as to seating capacity but for standing room. In one, it was necessary to place a loudspeaker outside of the building to take care of an overflow of about a thousand.

Mr. Haenschen, Miss Daum and Mr. Thomas regularly fly from New York each Monday night, as they did for the series of out-state broadcasts. On the tour, Mr. Zimmer joined them in flying to the point of the next evening's performance, which was put on after full rehearsal lasting from noon until 5 o'clock.

Members of the orchestra travelled in a huge highway bus, which carried on both sides, banners advertising the event. The musical props, including two Steinway grand pianos, stage platforms, xylophones, chimes, tympana etc., were carried by chartered truck.

Extra Facilities

Two radio engineers, the production manager and the announcer usually traveled in their own cars with their equipment. Three special telephone wires were leased from each broadcast point to WJR, so that reserve facilities would be ample in case of need.

The Stroh distributor in each point was the focus of the local activity directed toward getting audiences into the halls. He was supplied with advertising placards and with tickets. The cards were posted and supplies of tickets were placed in all retail outlets, to be given away free as the placards attracted attention, and as customers asked for them. In addition, downtown stores and hotels were supplied with posters and tickets, also central and neighborhood grocery, drug and music stores.

Personnel managers and the heads of union locals in the industrial plants were contacted, both by the distributor and the agency. Advance letters from the agency notified the local luncheon and service clubs, women's and war veteran's organizations, musical clubs and other cultural organizations.

For five or six days prior to the broadcast, the Stroh distributor's trucks carried banners advertising the program.

Radio announcements were also made from Detroit preceding the start of the tour and successively from the out-state cities, directed specifically to listeners in the next point to be played. Advertisements were placed in the local newspapers. The result of all these approaches was a full house on each of the five Tuesday evenings on the road, which concluded with the performance in Jackson, July 15.

WALKER Co. has been named national representatives for WCBD, Chicago. Call letters of the station will be changed shortly to WAIT.

You Don't Need Box Tops For This FREE Offer!

DOUBLE coverage for NOTHING EXTRA in the Heart of the rich Piedmont section of North Carolina . . . 1,042,000 people, 139,000 radio homes! We'd like to send you the whole story. Drop us a line, or ask the Headley-Reed Company.

600 Kc.

WSJS in Winston-Salem
NORTH CAROLINA

WDAY for the Red River Valley
FARGO, N. D. • 5000 watts • NBC
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Agencies

ELTON JOHNSON, vice-president of Clark Locke, Toronto agency, since its inception in 1923 has been elected a member of the firm, which changes its name to Locke, Johnson & Co. Mr. Johnson is past president of the International Affiliation of Sales & Advertising Clubs, and an ex-president of the Advertising & Sales Club of Toronto.

SHELDON R. COONS, former executive vice-president of Lord & Thomas, has established his own office as general business counsel at 113 W. 57th St., New York.

CLIFFORD L. FITZGERALD, formerly vice-president of Sherman K. Ellis & Co., and manager of the Chicago office, has joined Blackett-Sample-Hummert, Chicago, as vice-president.

SAMUEL LANHAM, formerly of Donahue & Co., and previously copy director of Wendell P. Colton Co., both in New York, has joined the copy staff of J. M. Mathes Inc., that city.

LILLIAN LOWANS, formerly with McKee & Albright and before that with Young & Rubicam and N. W. Ayer, New York, has been appointed to the copy staff of Franklin Bruck Adv. Corp., that city.

AUGUST J. BRUHN, Los Angeles co-manager of McCann-Erickson, is currently in Chicago and various eastern cities.

SHIRELY SCHOENBERG, copy director of W. C. Jeffries Co., Los Angeles, recently resigned that post to marry.

MORGAN & DAVIS ADV., Los Angeles, has discontinued business.

JOHN P. REESE has joined Ivey & Ellington, in Philadelphia as merchandising director. He formerly was with H. J. Heinz Co. in its sales, advertising and merchandising departments.

JAMES CLARK, formerly of the art staff of Lennen & Mitchell, New York, has been appointed associate art director of Brown & Thomas Adv. Corp., New York.

IVAN HILL, account executive with Russel M. Seeds Co., Chicago, recently opened his own agency in the Palmolive Bldg., that city. Mr. Hill will direct advertising of the Armand Co., Des Moines (cosmetics), the account which he serviced for the Seeds Co. Telephone is Delaware 1853.

RUSTY PIERCE, head of radio publicity of N. W. Ayer & Son, New York, and his wife, Jane, dialogue writer for *Orphans of Divorce*, recently became the parents of a daughter, Pricilla Jane Pierce.

On the Air
in
Winchester, Va.

WINC

affiliated with
National Broadcasting Co.

HERE'S ONE of those unsung men behind the man behind the mike. He's Carlo De Angelo, one of radio's busiest producers, whose shows are heard by millions each week but of whom listeners know little, if anything. Associated with the production offices of both Ed Wolf and Henry Souvaine, De Angelo directs *Bringing Up Father*, *Mandrake the Magician*, *Ellen Randolph*, *The O'Neills*, and *Your Happy Birthday*.

Raid School

ASSIGNED to attend a special air raid warden's school at New Haven, Chief Announcer Ray Barrett of WDRC capitalized on the occasion by broadcasting a special ten-minute program each evening on what he had seen and learned during the day-long classes.

PAUL HOLLISTER, vice-president of J. Stirling Getchell, New York, and Carol Irwin, manager of daytime radio programs in the Hollywood office of Young & Rubicam, New York, were married recently in Nevada. Miss Irwin will continue at the agency.

FRED ALLEN, formerly of KFBI, Wichita, Kan., has joined Raymond R. Morgan Co., Hollywood, as account executive. Anthony Schilling has been added to the copy department.

MORTIMER W. MEARS Adv. Agency, Los Angeles, has discontinued operation.

RICHARD PEARSON has severed association with Davis & Pearson Adv. Agency, Los Angeles, and joined Cesana & Assoc., Hollywood, as account executive. Former agency, headed by Don L. Davis, has moved to 306 N. Vermont Ave., and will shortly announce its new firm name.

PACIFIC MARKET BUILDERS, Los Angeles, having been dissolved, Jack B. Kiefer, vice-president, has established an advertising agency under his own name at 672 S. Lafayette Park Place, that city. Telephone is Exposition 4186. Fred G. Swartz, president of the former agency, is devoting his full time as general manager of the California Olive Growers & Packers Corp., Los Angeles.

W. C. HOUSE, formerly advertising manager of the Houbigant Sales Corp., New York, has joined Lennen & Mitchell, New York, to work on the Andrew Jergens Co. account.

SMITH, HOFFMAN & SMITH, Pittsburgh, has changed its name to Smith, Taylor & Jenkins Inc.

Kirk to Stack-Goble

MYRON P. KIRK, formerly vice-president in charge of radio for Ruthrauff & Ryan, New York, and more recently with Sherman K. Ellis, that city, in charge of radio and new business, has joined the New York office of Stack-Goble Adv. Agency as a vice-president.

Soap Industry
ENDORSES
WMAQ

the Chicago Station that Most People Listen To Most

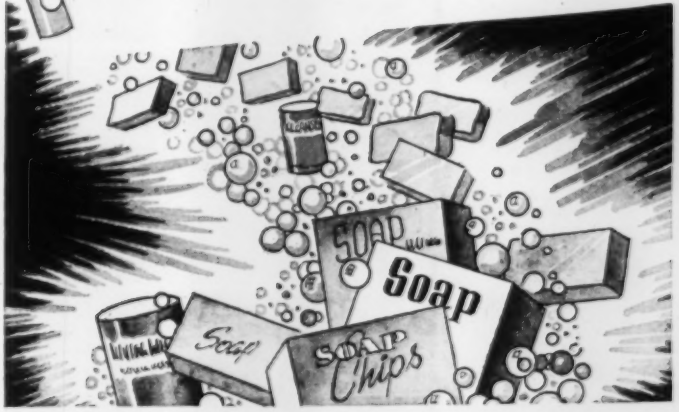
Many thanks to the Soap Industry and to its allied trades for awarding WMAQ 30% more advertising than it does to any other station in Chicago.

When you wish to reach the women—
USE WMAQ Chicago IT PAYS

50,000 WATTS 670 Kc.
CHICAGO, ILLINOIS

★

Represented Nationally by NBC Spot Offices in
CHICAGO, NEW YORK, BOSTON, WASHINGTON, CLEVELAND, DENVER, SAN FRANCISCO, and HOLLYWOOD



ALTO!

That means

STOP

down here on the BORDER and

KROD

MEANS--

You can STOP reaching just a PART of the El Paso Southwest market. By telling your story over KROD—Columbia's Outlet to the El Paso Southwest—you reach an area with a 200 mile radius, much of which has been radio isolated. The bonus market which KROD alone can give you, includes 13,953 radio homes. KROD's aggressive policy and high quality of programs have built up a large and appreciative audience. The station staff is trained and ready to give you efficient merchandising service. You can advertise your product effectively in the El Paso Southwest over

KROD

EL PASO, TEXAS
CBS AFFILIATE
Covers ALL the El Paso Southwest

600 KILOCYCLES
1000 WATTS (Day)
500 WATTS (Night)

Dorrance D. Roderick, Owner
Merle H. Tucker, Manager

Howard H. Wilson Co.
National Representatives

FORMER RADIO MEN are keeping up with their profession at Camp Wheeler, Ga., where they are aiding in planning, producing, writing and acting in some 12 shows being fed from the camp each week as part of a large scale public relations program. Director is Lt. Edwin P. Curtin, former director of radio publicity for BBDO, New York. Assisting him are Pvt. Harmon Hyde, former announcer at WPRO, Providence; Frank McCarthy, formerly of WBRK, Pittsfield, Mass.; Art Buckley, former copywriter for Newell-Emmet Co., New York, and John Anspacher, formerly with the radio division of United Press. In addition, the camp supplies its own radio engineers: Pvt. Arthur Schoenfuss, formerly with CBS, New York, and Thomas Hanlon, formerly of WBRY, Waterbury, Conn. In photo (l to r) are Hyde, Hanlon, Schoenfuss, Bert Struby of the *Macon News & Telegraph* and Austin Kimble, of WBML, Macon, Ga.

AUTO LOAN BUSINESS UP 150%

Charleston, S. C., Bank Likes Radio Results and Plans Extension to Branches

WITHIN two years a radio campaign of the local Citizen & Southern Bank on WCSC, Charleston, S. C., has increased the bank's automobile loan business 150% in a steady upward climb. With this rise continuing, the bank now is contemplating extension of its radio activities for its Columbia and Spartanburg, S. C., branches.

Claiming no spectacular success for its broadcast efforts, Citizen & Southern Bank has discovered, however, that radio brings results. The bank did its first automobile loan business about six years ago, recognizing that loan income from small secured loans in connection with car purchases offered a means of employing the bank's funds at a profit. This business grew under direction of Hugh C. Lane, vice-president of the bank.

When the new venture had established itself, the board of directors decided to go into automobile financing and the personal loan business in a determined way. Direct mail was used to advise the bank's customers of the service. Later promotion extended to paid newspaper space. About two years ago Citizen & Southern Bank tried radio for the first time, using spot announcements on WCSC.

Desiring to reach the maximum audience on the advice of the station the bank used floating announcements in the early morning, at mid-day and at night. It soon found that the bank's own customers, who previously had arranged their personal loans and automobile financing through other sources, turned to the bank, commenting that they were surprised the bank would use radio. The customers indicated that they were impressed with the fact that the repetition, characteristic of radio, of the spot announcement message showed that the bank seriously meant it when it said it wished to finance their loan requirements.

After this satisfactory start, the bank decided to expand its radio program. In March it started sponsoring the transcribed series, *The Face of the War by Sam Cuff*, twice-weekly on Monday and Thursday at 7:45 p.m. on WCSC. The transcribed series was chosen because of current interest in war developments, and because it tied in well with the bank's service angle.

CBS Education Board Plans Oct. 6 Meeting

ANNUAL meeting of the CBS Adult Education Board has been scheduled for Oct. 6 in New York, according to William S. Paley, CBS president. Invitations to participate in the session have been sent to 13 of the country's leaders in education and public life who make up the board's personnel.

Agenda will include discussions on proposals for new projects and further extension of present programs. Sterling Fisher, CBS director of education and radio, talks, will make his annual report.

Members of the Adult Education Board are: Lyman Bryson, Teachers College, Columbia U, chairman; Dr. Stringfellow Barr, president, St. Johns College, Annapolis; William Benton, vice-president, U of Chicago; Dr. Harry Woodburn Chase, chancellor, New York U; Rev. Robert I. Gannon, S.J., president, Fordham U; Alvin S. Johnson, director, New School for Social Research, New York; Henry R. Luce, chairman of the board of directors, Time Inc.; Spencer Miller Jr., director, Workers' Educational Bureau of America; Ruth Bryan Rohde, former U. S. Minister to Denmark; T. V. Smith, U of Chicago; William Allen White, publisher of the *Emporia* (Kan.) *Gazette*; Dr. Lyman Wilbur, president, Stanford U; Dr. Joseph H. Willits, Rockefeller Foundation.

NBC Defense Series

PROMOTING the Treasury's defense savings drive, NBC will start July 22 a new series of half-hour broadcasts, Tuesdays, 8:30 p.m. (EDST), featuring the music of Dr. Frank Black and a 44-piece orchestra and chorus with a guest concert star each week. Entitled *For America We Sing*, programs are produced by Frank Hummert in collaboration with Dr. Black, NBC musical director, and will consist of purely American music, composers and artists. Charles J. Gilchrest is in charge of arrangements for the Treasury. Initial broadcast will offer Dorothy Maynor and Frank Munn, with Helen Jepson, Frank Parker, Rose Bampton, Robert Weede, Lanny Ross and Gladys Swarthout among others to appear later in the series.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

Royal Leaves on Latin-American Tour To Promote NBC Activities to the South

SCHEDULED to confer with executives of NBC's Pan American Network regarding NBC's plans for furthering mutual defense activities of the Americas, John F. Royal, NBC vice-president in charge of international relations and new developments, left Miami last Monday for a 20,000-mile air tour of Latin America.

According to Niles Trammell, NBC president, Mr. Royal undertook the "important business mission" in response to urgent requests from station executives and directors of the Pan American network.

Meets With Welles

Before leaving for Miami to fly to Puerto Rico, first stop in the 21-country tour, Mr. Royal met briefly in Washington with Sumner Welles, Undersecretary of State, to whom he reported unofficially. Later he is to be joined in South America by Edward Tomlinson, writer and commentator, scheduled to leave New York Aug. 1 for a six-week trip to Argentine, Brazil and Uruguay.

In a series of conferences with Latin American radio executives, Mr. Royal will outline NBC's efforts to keep open two-way broadcast facilities between the Americas. He also will report on response to programs now on NBC networks using Latin American talent and material, among them *Good Neighbors* and *Hemisphere Revue*, and develop plans for shortwaving other Latin American programs for rebroadcast to United States audiences on NBC-Red and Blue.

From Puerto Rico Mr. Royal goes to Caracas, Venezuela, then to Colombia, Brazil, Uruguay, Paraguay, Argentine, Chile, Bolivia, Peru, Ecuador, Panama, Costa Rica, Nicaragua, El Salvador, Guatemala, Honduras, Mexico, Cuba, Haiti, Dominican Republic.

"In all the Latin American countries there is natural concern over the world situation," Mr. Trammell commented, "and there is equal need for personal discussion of methods to extend and develop inter-American broadcasting fully and quickly to maximum service and efficiency. Mr. Royal has maintained close relations with the member stations of NBC's Pan American Network since it was founded 10 years ago. His present trip is undertaken in a spirit of mutual desire for the most effective and efficient cooperation in any emergency.

"Throughout Central and South America he will study the developments of plans put in operation since his visit last year. He will complete arrangements whereby NBC in the United States will extend and enlarge the programs of news, information and entertainment for shortwave transmission to the Pan American Network all over Central and South America.

"While we shall continue and enlarge this kind of service to the stations of the Pan American network, we are eager to encourage the development by them of original material and talent for rebroadcast here. It is all very well

John Royal (r) & Secretary Welles

to talk about 'good relations', but it is a philosophy that must work both ways.

"We have discovered an eager interest in the radio listening audience for more Latin American programs of the type of *Good Neighbors*, and we believe Mr. Royal, with his extensive experience in producing and planning shows, can be of inestimable value to our Pan American affiliates in the development of radio showmanship."

WPEN SIGNS PACT FOR ASCAP MUSIC

WPEN, Philadelphia, became the first station in that city to sign with ASCAP since the start of music differences. Arthur Simon, general manager of WPEN, stated that a separate agreement had been reached with ASCAP, effective immediately. The station has an existing agreement with BMI.

The Mutual outlet, WIP, will be the first network station to sign with ASCAP, it is believed. It is understood an agreement exists between WPEN and WIP that neither station would sign unless the other one does.

In signing with ASCAP, WPEN becomes the fourth independent station in the Philadelphia area to use the Society's music. Before the Jan. 1 deadline, ASCAP had made separate agreements with WDAS, WIBG, Glenside, Pa., and WCAM, Camden, N. J.

"Shucks, Stranger, there Ain't No Mavericks in Texas Nowadays"

No, sir! The days of free-roaming, unbranded longhorns in Texas are gone forever. Today, instead, the ownership of registered breeds of choice beef cattle is definitely established on the prosperous ranches of the Lone Star state. A "maverick" is a thing of the past.

Just so are the radio listeners "branded", in this rich market. Not since 1922—when WOAI first went on the air—has the big and ever-increasing radio audience in South Texas strayed from its fold—or even wanted to!

And a public that has literally "corralled" itself to WOAI is mighty responsive to your advertising message over its favorite station.

WOAI San Antonio

50,000 WATTS

CLEAR CHANNEL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

AFFILIATE NBC MEMBER TQN

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS

DAY AND NIGHT

COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

WBBM
50,000 WATTS
CHICAGO
CBS
Nine years of leadership in Chicago
Ask any Radio Sales office for more information about WBBM, one of the sixteen CBS 50,000 watt stations.

Purely PROGRAMS

AIMED at younger listeners, Nila Mack for CBS (Sundays, 1:30-2 p.m., EDST) is producing a new defense show titled *You Decide*. Each episode opens with a dramatization of a crucial decision faced by some prominent American early in life. At the point when he was forced to make his choice, the dramatization breaks off and a panel of four New York high school children discusses the course he should have taken. Then the celebrity himself comes on and tells what he actually did and why. Children are chosen each week by Youthbuilders Inc., collaborating with CBS on the program. At the end of the program a question relating to the subject of the broadcast is put up to the listening audience, with prizes offered for the best solutions sent in.

* * *

Rod and Gun

FISHING and hunting news is presented each Friday afternoon on the quarter-hour *For Angler & Hunter* by KGKO, Fort Worth in cooperation with the Texas Game, Fish & Oyster Commission. Featured are KGKO Sports Director Hal Thompson with Allie V. Lewis, State game warden, and Bill McClanahan, of the *Dallas Morning News*. Later in the day, Thompson gives a five-minute summary of fishing conditions on WFAA, Dallas.

* * *

Buys and Vitamins

BEST BUYS in Twin City fruit and vegetable markets, particularly Minnesota-grown products, are broadcast by seven stations as a daily reporter scans the market at 5 a.m. The news is supplied by the State extension service and is in charge of Harriet Elliott. Daily five-minute program by Madge Brown, of WLB, Minnesota U station, gives suggestions for "vitamizing" the family with fruits and vegetables.

* * *

Untried Talent

YOUNG PEOPLE bent on a radio career are given the chance to produce and arrange programs featuring other new and untried talent, on *Story Shop* which started recently on WEVD, New York. Guest stars also appear on the program. The producers are an NBC page, a BMI clerk and an office secretary.

Homey

A NEW PROGRAM aimed at the Sunday househunter in the rapidly expanding Detroit area has been purchased for a 13-week trial by the Currier Lumber Co., of Detroit, and has started on CKLW, Windsor-Detroit. The show, which bears the romantic title *Dream House*, is a quarter-hour musical in which the song titles all relate to home. Commercials highlight exceptional Currier values in new homes, remodeling plans, etc. Program is aired at 1 p.m., a time designed to catch motorists who are looking for homes. CKLW plans to expand show with additional 15-minute periods as other real estate sponsors come on. Frank Burke, CKLW production chief, is m.c.

* * *

Thumbs Up for Britain

A NARRATIVE COMMENTARY of England at war, featuring dramatic episodes and guests who have been close to the scenes of fighting and the work behind the lines both here and abroad, is presented on WINS, New York. Titled *Britain Can Take It*, the weekly show has authentic sound effects as recorded at the actual scene of events, used through the courtesy of BBC.

* * *

The FBI at Work

ACTIVITIES of the Federal Bureau of Investigation feature a new weekly broadcast of WCBS, Springfield, Ill. The local FBI agent and a station announcer handle the program and tell of the methods of the FBI in ridding the country of all types of crime.

* * *

Bankers' Forum

DISCUSSION on the position of the investor in national defense was participated in July 14 on WELI, New Haven, Conn., by five of the nation's outstanding investment bankers. Sylvia Porter, financial editor of the *New York Post*, acted as moderator.

* * *

Lucky Ladies

WITH six participating sponsors contributing a prize each day, WCBI, Columbus, Miss., conducts a half-hour program *The Woman's Gift Klub* in which Announcer Joe Byars attempts to reach six local women by phone during the program to give away the awards.

* * *

Health Warnings

A DISCUSSION of poison ivy, goldenrod and ragweed in the weeks that these growths do the most damage has been made a part of the *Nature in New England* series on wildlife and plant life on WTAG, Worcester.

* * *

Among the Comics

AS A BRIEF respite from war news, WIND, Gary, has incorporated into the daily quarter-hour *Current News* program a two-minute resume of the day's activities of the leading comic strip characters.

FROM AN IRON LUNG Mrs. Dorothy Crimm made her radio debut in a Toledo hospital, with her brother, Walter Patterson of WSPD, handling the pickup. Mrs. Crimm heard a transcribed playback of the broadcast when her brother brought a portable recorder to the hospital. She has been in the lung eight months.

Golf Widows

UNITED by a common complaint, 50 ladies met in the studios of WGAR, Cleveland, last Saturday as the guests of Manager John Patt for the *Golf Widows* program. The broadcast-party was originated to console those ladies whose husbands dedicate the entire weekend to golf, leaving them to their own devices. John Paar was m.c. for the broadcast, which included Walberg Brown's orchestra, baritone Jack Barker, drama director Wayne Mack and players who depicted the sorry life of the "golf widow". Maurice Condon short-waved the comments of the golfing husbands from Ridgewood Country Club during the show.

* * *

Bennett's Dodger Rhapsody

RUSSELL BENNETT, conductor of *Russell Bennett's Notebook* on WOR, New York, has composed another symphonic piece about the Brooklyn baseball team, *Six Paragraphs From Sodom By The Sea* with a premier performance scheduled for Monday, July 21, at 9:30 on his program. The composition is a series of tone poems suggested by the new book *Sodom by the Sea: An Affectionate History of Coney Island* by Jo Ranson, radio editor of the *Brooklyn Eagle*, and Oliver Pilat, *New York Post* reporter.

* * *

Road to Health

COOPERATING with the Jackson County Medical Society, KMBC, Kansas City, is presenting a dramatic series *Of Health & Happiness* to acquaint the public with the available local health facilities. Based on case histories of doctors, scripts are prepared by KMBC special features and dramatic staff.

* * *

What's in a Poll

AN INTERPRETATION of the results of polls taken by various research organizations is featured on *The People Say* on WBYN, Brooklyn. Program is sponsored by The Brooklyn Chapter of the America First Committee.

Studio Notes

WHN, New York, preparatory to going to 50,000 watts this autumn, has issued Rate Card No. 9, effective Oct. 1, fixing a basic Class A (weekdays 6 p.m. to 11 p.m. and Sundays 1 p.m. to 11 p.m.) rate of $750 an hour and Class B (all other time) rate of $375 an hour.

WMAZ, Macon, moves this week into its new home in the newly-built Bankers Insurance Co. Bldg., occupying the fifth floor with three studios, control room, newsroom and seven offices. Entirely new equipment has been installed throughout.

A COMPLETE refrigerated air-conditioning system has been installed in the new studios and office annex of KOY, Phoenix. On the day of installation the outside temperature obligingly climbed to 106 degrees.

DETAILED weather reports on agricultural and news programs will be carried by WLS, Chicago, with the permanent addition of Meteorologist Harry F. Geise, of Oak Park, Ill., to the staff.

CKLW, Windsor, Ont., has added a second station wagon to its equipment. One mobile unit is stationed in Detroit, the other in Windsor.

WBNX, New York, to make sure its staff members are "fully conversant" with the station's program policies and broadcasts, has compiled a complete "case-history" of WBNX coverage of "I Am An American Day", observed throughout the nation May 18.

WJR, Detroit, through its recording department, arranged for Dr. Luis Sanchez Ponton, Mexican minister of public education, to report to Mexican listeners on the international convention of the Progressive Education Assn. The records was rushed by air express to Mexico City where they were played on XEK and XEW.

WHB, Kansas City, July 12 celebrated the tenth anniversary of its *Musical Clock* by bringing back the originator of the program, Halloween Martin, via transcription. Miss Martin, now at WBBM, Chicago, conducted the entire show giving time signals every five minutes and closed the show —all by record.

KGNC, Amarillo, has fallen in line with the current trend by awarding defense savings stamps on its street quiz program sponsored by White's Auto Stores. Feature of the program is an optional double or nothing final question.

KROW, Oakland, Cal., was granted exclusive broadcasting rights at the recent Alameda County Fair at Pleasanton, Cal., scheduling 15 remote broadcasts over a 35-mile line during the ten days of the fair. Special emphasis was laid on programs of the Future Farmers and the 4-H Clubs. The daily afternoon horse races were broadcast by Hal Parkes assisted by Sam Whiting, president of the fair.

KFRU
COLUMBIA
Bombshell of Missouri!
Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group durng 1940.
1400 KC. ★ 250 Watts

Shepard Pays Premiums

YANKEE Network employes who are serving in the nation's military services will continue to receive protection of the company's group insurance policy, it has been announced by John Shepard 3d, president of the network. Arrangements have been completed whereby the network pays the monthly premium of the employe during his military service. The payment will be made with the understanding that the employe return to his job with the network on expiration of military duty. There will be no obligation to repay the sum advanced for the premiums.

APPOINTMENT of a radio committee in the St. Louis area to support the scrap aluminum collection drive has been announced to include Merle S. Jones, KMOX; Edward J. Hamlin, KSD; Clarence Cosby, KXOK; Robert Convey, KWK; Bart Slattery, WIL; H. D. Wolff, WTMV; E. Knoernschild, KFUO; Nick Pagliara, WEW.

WTAG, Worcester, Mass., cooperating with the police department and the local traffic safety committee recently inaugurated Playground Week with the first of a series of traffic safety programs. Broadcasts originate at city parks and playgrounds with Announcer Gil Hodges and guest officials instructing children in safety and instructing them in how to meet traffic and playground emergencies. Loudspeakers carry the programs to all sections of the parks.

WROL, Knoxville, Tenn., on July 20 moved into new studios located on the third floor of the Hamilton National Bank Bldg. Acoustical installations were by Johns Manville Co. and the control room has been equipped with RCA speech input system and Presto recording equipment.

WMOB, Mobile, Ala., originated July 5 the first of a series of broadcasts designed to acquaint the public with the activities of the MARS girls (Mobile Army Recreation Service), a local organization to provide entertainment for servicemen. Band music and interviews made up the program which was also fed to WNOE, New Orleans.

SAFETY tips for holiday spenders were given over the Fourth by KGLO, Mason City, Ia., with reminders broadcast at frequent intervals. No fatalities or serious injuries were reported in the area.

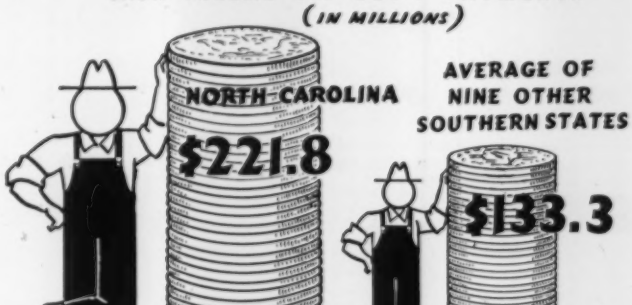
WCKY, Cincinnati, will actively support the move of the Cincinnati Red Cross Chapter to organize an emergency volunteer service. On July 21, Helen Rees will stage an audience broadcast from the Hotel Gibson for business girls and women whose services are wanted by the Red Cross and several other appeal broadcasts will be made on succeesding days including a program from the WCKY-Red Cross work room.

New WFBC Quarters

NEW QUARTERS, located in the local Poinsett Hotel and designed by H. B. Clarke, NBC engineer, have been occupied by WFBC, Greenville, S. C. The new setup encompasses two large audience studios and two smaller ones as well as complete executive offices. Control room, planned with thought toward future use of FM, has been equipped with new RCA equipment. Station manager is B. T. Whitmire and W. H. Clews is commercial manager.

NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)



Source:— Department of Agriculture 1940

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLW, Cincinnati

Block Drug Co., Jersey City, 6 *sp* weekly, 52 weeks, thru Raymond Spector Inc., N. Y.
Phillips Packing Co., Cambridge, Md., 3 *sa* weekly, 52 weeks, thru Aitken-Kynett Co., Phila.
Smith Brothers, Poughkeepsie, N. Y., 3 *sp* weekly, 26 weeks, thru J. D. Tarcher & Co., N. Y.
Block Drug Co., Jersey City, 3 *ta* weekly, 52 weeks, thru Raymond Spector Inc., N. Y.
Healthaids Inc., Jersey City, *sp* weekly, 52 weeks, thru Raymond Spector Inc., N. Y.
Look Magazine Inc., Des Moines, 6 *sa* weekly, 52 weeks, thru Raymond Spector Inc., N. Y.
Armour & Co., Chicago, 3 *sa* weekly, 52 weeks, thru Lord & Thomas, Chicago.
Dr. B. W. Hair's Successors, Richmond, Ind., 4 *sa* weekly, 5 weeks, thru Ryan & Thrasher, Cincinnati.
American Television Institute, Chicago, 3 *sp* weekly, thru Newby, Peren & Flitcraft, Chicago.
North American Accident Insurance Co., Newark, *sp* for 13 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Smith Mother Nature Brooder, St. Louis, *sa* for 13 weeks, thru Shaffer-Brennan-Margulis, St. Louis.
Allied Mills, Fort Wayne, 6 *sa* weekly 39 weeks, thru Louis E. Wade Inc., Fort Wayne.
Roman Cleanser Co., Detroit, *sa* for 28 weeks, thru Gleason Adv. Agency, Detroit.
Monarch Mfg. Co., Chicago, 7 *sp* weekly, 13 weeks, thru H. J. Handleman Inc., Chicago.

WAPI, Birmingham

Swift & Co., Chicago (Jewel shortening), weekly *sp*, thru J. Walter Thompson Co., Chicago.
California Fruit Growers Exchange, Los Angeles, 5 *sa* weekly, thru Lord & Thomas, Los Angeles.
DeSoto Chemical Co., Arcadia, Fla. (Gator roach hives), 10 *sa* weekly, direct.
Lydia Pinkham Medicine Co., Lynn, Mass., 5 *ta* weekly, thru Edwin, Wasey & Co., N. Y.
Knox Co., Los Angeles (Cystex), 2 *t* weekly thru Barton A. Stebbins, Los Angeles.

WHOM, Jersey City

Wm. Wrigley Jr. Co., Chicago (gum), 48 *sa* weekly, thru Vanderbie & Rubens, Chicago.
Colgate-Palmolive-Peet Co., Jersey City, 3 *sp* weekly, 5 *sa* weekly, thru New Markets Inc., N. Y.
I. J. Fox Inc., New York, 42 *sa* weekly, direct.
National Toilet Co., Paris, Tenn. (Nadinola cream), 6 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Garfield Tea Co., New York, 3 *sa* weekly, thru Jasper, Lynch & Fishell, N. Y.

KGNF, North Platte, Neb.

Miles Labs., Elkhart, Ind., 4 *t* weekly, thru Wade Adv. Agency, Chicago.
Northwestern Yeast Co., Chicago, 3 *t* weekly, thru Hays MacFarland & Co., Chicago.
Standard Oil Co. of Neb., weekly *t*, thru McCann-Erickson, Chicago.

WABC, New York

American Chicle Co., Long Island City (Dentyne, Chiclets), 6 *sa* weekly, thru Badger, Browning & Hersey, N. Y.
Chesebrough Mfg. Co., New York (Vaseline hair tonic), 6 *sa* weekly, thru McCann-Erickson, N. Y.

WEAF, N.Y.

S. B. Thomas Inc., Long Island City, N. Y. (Protein Bread and English Muffins), 3 *sp* weekly, 13 weeks, thru Merrill Anderson Co., N. Y.

WFAA-WBAP, Dallas-Fort Worth

Wholesalers & Manufacturers Assn., Dallas, 26 *sp*, thru Rogers & Smith Adv. Agency, Dallas.
Continental Oil Co., Ponca City, Okla., 26 *t*, thru Tracy-Locke-Dawson, Dallas.
State of Colorado, Denver (tourist trade), 13 *t*, thru Goldberg Adv. Agency, Denver.
Armstrong Packing Co., Dallas (shortening), 26 *sa*, thru Couchman Adv. Agency, Dallas.
P. Lorillard Co., New York (tobacco), 78 *sa*, thru Lennen & Mitchell, N. Y.
Dallas-Fort Worth Brewing Co., Dallas-Fort Worth, 156 *sa*, 312 *sp*, thru Tracy-Locke-Dawson, Dallas.
Rit Products Corp., Chicago (dyes), 104 *t*, thru Earle Ludgin Inc., Chicago.
Groves Laboratories, Inc., St. Louis (chill tonic), 126 *sa*, thru H. W. Kastor & Sons Adv., Co., Chicago.
American Paper Stock Co., Dallas, 13 *sa* direct.
South Texas Cotton Oil Co., Houston (shortening), 52 *sp*, thru Segall & Weedin, Houston.
Barbasol Co., Indianapolis (toilet goods), 65 *t*, thru Erwin, Wasey & Co., N. Y.
E. I. DuPont deNemours & Co., Dallas (Jacquer), 13 *sa* direct.
Swift & Co., Chicago (shortening), 156 *t*, thru J. Walter Thompson Co., Chicago.

KYW, Philadelphia

American Cigarette & Cigar Co., New York (Pall Mall), 24 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Shaler Co., Chicago (Rislone oil), 7 *sa* weekly, thru Kirkgasser-Drew, Chicago.
American Chicle Co., Long Island, N. Y. (Chiclets), 6 *sa* weekly, thru Badger & Browning, Boston.
Commonwealth of Pennsylvania, Harrisburg (highway safety), 4 *sa* weekly, thru Benjamin Eshleman Co., Philadelphia.
Gulf Refining Corp., Pittsburgh (Tourguide Bureau), 5 *sa* weekly, thru Young & Rubicam, N. Y.
Charles E. Hires Co., Philadelphia (root beer), 53 *sa*, thru O'Dea, Sheldon & Canaday, N. Y.
Abbotts Dairies, Philadelphia, 8 *ta* weekly, thru Richard A. Foley, Philadelphia.

WHO, Des Moines

Chamberlain Labs., Des Moines (cosmetics), 130 *sa*, thru Cary-Ainsworth, Des Moines.
American Chicle Co., Long Island City (gum), 78 *t*, 72 *ta*, thru Badger, Browning & Hersey, N. Y.
Florida Citrus Commission, Lakeland, Fla. (citrus fruit), 65 *ta*, thru Arthur Kudner Inc., N. Y.
Philadelphia Von Co., Philadelphia (tablets), 6 *sa*, thru Harry P. Bridge Co., Philadelphia.

KMPC, Beverly Hills, Cal.

Pabst Brewing Co., Milwaukee (beer), 10 *sa* weekly, thru Lord & Thomas, Chicago.
Todd's Clothing Co., Los Angeles (retail chain), 5 *sp* weekly, thru N. J. Newman Adv., Los Angeles.

WJZ, New York

Seeman Bros. Inc., New York (White Rose Tea), 5 *sp* weekly, 52 weeks, thru J. D. Tarcher Co., N. Y.

WOR, New York

Blue Moon Foods, Thorp, Wis. (Cheese spreads), 2 *sp* weekly, thru H. B. LeQuatte, N. Y.
Strauss Stores Corp., Maspeth, L. I. (automobile accessories), 6 *sa* weekly, thru Thos. F. Harkins & Co., Philadelphia.
Joseph Martinson & Co., New York (coffee), 3 *sp* weekly, thru Neff-Rogow, N. Y.
Rubsam & Horrman Brewing Co., Staten Island, N. Y. (R & H beer), 5 *sp* weekly, thru Samuel C. Croot Co., N. Y.
Serutan Co., New York (proprietary), weekly *sp*, thru Raymond Spector Co., N. Y.
L. J. Fox, New York (furriers), 5 *sa* weekly, thru Lew Kashuk, N. Y.
Hecker Products Corp., New York (Force, H-O, Cream Farina), 5 *t* weekly, thru Maxon Inc., N. Y.
Lea & Perrins, New York (sauce), 5 *sa* weekly, thru George Bijur, N. Y.
Sudbury Laboratory, S. Sudbury, Mass (liquid chaperone), 4 *sa* weekly, thru Mason L. Ham, Boston.
L. N. Renault & Sons, Egg Harbor, N. J. (wines), 3 *sp* weekly, thru Gray & Rogers, Philadelphia.
Sussex County Boosters Conference, Newton, N. J. (county's facilities and products), 3 *sa* weekly, thru United Service Adv., Newark.
Look Inc., New York (magazine), 3 *sp* weekly, thru Raymond Spector Co., N. Y.
Crowell Publishing Co., New York (*Woman's Home Companion*), weekly *sp*, thru McCann-Erickson, N. Y.

WSJS, Winston-Salem, N. C.

Brown & Williamson Tobacco Corp., Louisville (Avalon), *sa* series, thru Russel M. Seeds Co., Chicago.
Swift & Co., Chicago (Jewel shortening), *ta* series, thru J. Walter Thompson Co., Chicago.
Bulova Watch Co., New York, *sa* series, thru Biow Co., N. Y.

KROW, Oakland, Cal.

American Cigar & Cigarette Co., New York (Pall Mall), 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Marlin Firearms Co., New Haven (razor blades), 3 *sa* nightly, thru Craven & Hedrick, N. Y.

WQXR, New York

Eastern Steamship Lines, Boston, 21 *sa* weekly, 26 weeks, thru N. W. Ayer & Son, N. Y.
Browning King & Co., New York (men's clothes), 3 *sp* weekly, 13 weeks, thru Morton Freund, N. Y.

KOA, Denver

Bay Petroleum Corp., Denver, 7 *sa* weekly, thru Raymond Keane Adv. Agency, Denver.

CFRB, Toronto

Fred J. Whitlow & Co., Toronto, (Shu-Milk), 2 *sp* weekly, thru F. H. Hayhurst Co., Toronto.

CJCA, Edmonton, Alb.

General Dry Batteries of Can., Toronto, 78 *sa*, thru A. McKim Ltd., Toronto.

A NETWORK AT THE PRICE OF A SINGLE STATION

Cash Response Decide Success of ICS Serie Tested in Philadelphi

CASH RESPONSE from inquir and enrolments rather than size audience will govern Internation Correspondence Schools, Scranto in testing a new half-hour sho this autumn on WCAU, Philade phia.

Featuring Dale Carnegie, auth of a book on self-improvement, th program is scheduled for 13 week broadcasts Thursdays, 7-7:30 p.m. beginning the first week in October It will be recorded and broadca as a transcription to facilitate ex tension to other cities, providin the Philadelphia test is successfu

Describing the series, George W Wilson, vice-president of ICS, said "We are not so much interested i the size of the audience as we ar in the degree of interest among those who are listening, as reflecte in the number of inquiries the pro gram draws and the extent t which those inquiries can be con verted into enrolments. This metho of testing should give us a good yardstick to measure the pulling power of radio as it applies to our advertising needs."

Agency handling the account is N. W. Ayer & Son, Philadelphia.

False Claims Charged In Engineering Courses

MISREPRESENTATION in the sale of correspondence courses in air conditioning, electric refrigeration, welding and auto repairs is charged by Federal Trade Commission in a complaint filed July 15 against Utilities Engineering Institute, Chicago. The firm's name, the FTC says, implies that it is an organization of engineers. It alleges that in its advertising, including radio, the firm claims opportunities are unlimited in the air conditioning and refrigeration field; that students can qualify as expert welders; that leading manufacturers employ large numbers of graduates and endorse the courses as well as using them to train employes.

The complaint charges that a representative number of leading manufacturers and dealers do not endorse the courses and opportunities for employment are misrepresented.

Blue Ribbon Hatcheries Corp., also trading as Brockenstette's Blue Ribbon Farms, Sabetha, Kan., is charged with misrepresenting its breeders and the performance of hens grown from its chicks.

NBC Women Honored

BOARD OF TRUSTEES of the American Merchant Marine Library Assn., as a result of the NBC programs conducted on its behalf, has passed resolutions honoring the three members of the staff of NBC's women's activities division: Margaret Cuthbert, director; June Jynd, her assistant, and Alma Kitchell, conductor of women's programs.

P. LORILLARD Co., New York (Friends tobacco) has renewed its 15-minute sports program on KYW Philadelphia, for at least 13 weeks Kerby Cushing handles the show Agency is Lennen & Mitchell, New York.

Radio Advertisers

MCAULEY BOTTLING WORKS, Los Angeles (beverages), to exploit a new soft drink product, Bali, on July 7 starts a weekly quarter-hour show *The Lamplighter* on KHJ, that city. Contract is for 52 weeks. Series, conducted by Ted Yerxa and written by Arthur Ross, features after-dark entertainment notes, with passes to various night spots awarded on a quiz basis to telephoning listeners. Firm has also contracted for 13 week participation, five times weekly in the half-hour program, *Breakfast at Verdi's*, on KFWB, Hollywood. Cesana Adv. Assoc., that city, has the account.

LAMONT, CORLISS & Co., New York, (Nestle's semi-sweet chocolate), in a 13-week campaign ending Sept. 27, through Cecil & Presbrey, that city, is currently sponsoring daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. John Morrell & Co., Ottumwa, Ia. (Red Heart Dog Food), starting Aug. 5 for 13 weeks, will also use daily participation in those combined programs with placement through Henri, Hurst & McDonald, Chicago.

PASADENA INDEPENDENT, Pasadena, Cal. (newspaper), new to radio and placing direct, is sponsoring a weekly quarter-hour public service program titled *Pasadena Reporting*, on KHJ, Los Angeles. David Young is commentator, featuring civic news. Contract is for 13 weeks, having started July 10. *Beverly Hills* (Cal.) *Citizen*, in a six-month campaign ending Dec. 31, on a scattered schedule, is currently using a series of spot announcements on that station.

KAUFMAN FURS, Los Angeles (retail), on July 14 revised its schedule for 30 days to include participation in *Art Baker's Notebook*, *Mirandy's Garden Patch* and *Agnes White's California Kitchen* on KFI; *Tom Stadden's Bridge Club* on KFWB; *Norma Young's Happy Homes* and *Eddie Albright* on KHJ, with thrice-weekly participation in *Knox Manning News* on KNX. In addition, spot announcements are being used on KFAC KIEV KFI. Dan B. Miner Co., Los Angeles, is the agency.

MARTINELLI'S Gold Medal Apple Cider, San Francisco, has started a new quarter-hour weekly show *Dial-a-Word* on KSFO, that city. Piloted by Jack Gregson, program is a radio game played by trying to find the correct answer by use of the numbers and letters on the telephone dial. Brisacher, Davis & Staff, San Francisco, has the account.

Decatur Deals

ONE of the largest single accounts of WMSL, Decatur, Ala., was signed recently when Sterchi Bros., a large furniture dealer in the South, contracted for six-weekly half-hour programs; three additional half-hours on the *Dawn Patrol* and two spot announcements daily, six times weekly. All contracts are for one year to expire July 1, 1942. Not content with putting over that deal, Vic Vickrey of WMSL came back with a 12-month contract with State National Bank, a chain of 18 banks in Tennessee, doubling the time heretofore used by the bank chain.

THE SHALER Co., Waupum, Wis. (Rislone, motor tune-up), on July 18 started six participations on the Arthur Godfrey program 6:35-7 a.m. on WABC, New York, to run until July 24. The company previously ran a one-week campaign in May. Kirkgasser-Drew Adv. Agency, Chicago, handles the account.

HAAS-BARUCH & Co., Los Angeles (Iris coffee, tea), under a 52 weeks contract which started in early July is using 35 time signal announcements weekly on KNX, Hollywood. Firm also sponsors 10 spot announcements per week on KHJ, Los Angeles. Robert Smith Adv. Agency, Los Angeles, has the account.

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (powdered lemon juice), in a 30-day campaign ending Aug. 1, is sponsoring thrice-weekly participation in the quarter-hour program, *Sally Work*, on WBEN, Buffalo. Schedule is supplemented by magazines and newspapers. Agency is Charles H. Mayne Co., Los Angeles.

PAR SOAP Co., Oakland, is sponsoring a thrice-weekly quarter-hour quiz *For Housewives Only* on KGB, San Diego, Cal. With a telephone question and answer format, free groceries are awarded as prizes. Agency is Tomaschke-Elliott, San Francisco.

WILLIAM PETER BREWING Corp., Union City, N. J. is conducting a test campaign of transcribed spot announcements, 24 times weekly on WINS, New York. Agency is J. W. Pepper Inc., New York.

WALGREEN Co., Chicago (drug chain) Sept. 29 starts sponsorship of 12-weekly five-minute news periods WENR, Chicago. Contract is for 26 weeks. Agency Schwimmer & Scott, Chicago.

Heads Thos. Leeming

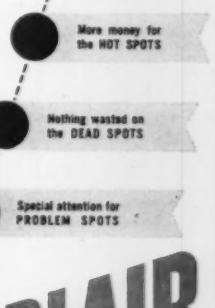
JOHN McSHANE, since 1926 vice-president and advertising manager of Thos. Leeming & Co., New York (Ben-Gay, Calmitol and Amend's Solution), extensive user of spot radio, has been elected president, succeeding the late Dwight E. Austin. Mr. McShane, also president of Pacquin Inc., New York, continues in that post.

Cigar Series Extended

CONSOLIDATED CIGAR Corp., New York, during the next few weeks will add one new program and renew three others, each for a period of 13 weeks, for its products, El Sidelo and Harvester cigars. On July 21 the *Alan Scott News* program for Harvester, Tuesday, Wednesday, Thursday and Sunday, 9-9:15 p.m., on WGN, Chicago, will be renewed as will the schedule of 50-word transcribed announcements for the same product on KIRO, Seattle, Aug. 15. Similar announcements for El Sidelo will be renewed Aug. 4 on KHQ, Spokane. The new program, *Allen Franklin & the News* is to start July 25 for Harvester on WTAQ, Green Bay, Wis. Agency is Erwin, Wasey & Co., New York.

BEATRICE CREAMERY Co., Chicago, promoting a new product, Chox, will sponsor the quarter-hour series *Shopping With the Missus*, three times a week on WBBM, Chicago, advertising Beatrice Salad Dressing the first 30 days of contract which starts on Aug. 4. Agency is Lord & Thomas, Chicago. John Morrell Co., Ottumwa, Ia. (Red Heart dog food), in August also will start sponsorship of the same program thrice weekly on WBBM for 52 weeks, thru Henri, Hurst & McDonald, Chicago.

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume



JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

THERE IS BUT ONE PERVADING "ISM" BUT IT IS EXPRESSED IN MANY TONGUES

★

In every one of the half score or so foreign languages spoken regularly over WHOM, there exists a potent "ism". It is the "ism" of Americanism. Deep-rooted is their loyalty to this, their own American Government. Overwhelming is their fervent will and desire to forever defend American Freedom, American Ideals. Such high principles makes these peoples truly good citizens.

★

THIS IS A LOYAL AUDIENCE OF 5,000,000 PEOPLE
THEY ARE ALSO INTERESTED IN BUYING
AMERICA'S PRODUCTS

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

America's Largest Farm Bureau
and
WJBC
Bloomington, Illinois

BLOOMINGTON IS THE FARM CAPITOL OF THE MIDDLE WEST. Situated in almost the exact center of the Corn Belt section of the Mississippi Valley, McLean County is the 3rd richest county in the United States.

McLEAN COUNTY ranks first in corn production . . . second in production of cereal crops in the United States . . . These facts are evidence of the progressiveness of its farmers. THESE FARMERS ARE LOYAL LISTENERS TO WJBC.

This Great Farm Audience Listens Daily to WJBC

Representatives
International Radio Sales

Defense Operation Of FCC Includes Personnel of 515

Sterling Heads Vast System Of Monitoring Stations

A STAFF of 515, mostly technicians, has been mustered by the field division of the FCC's National Defense Operations Section headed by George E. Sterling to man the 91 monitoring stations that have been established throughout the United States and its territories. Of the staff, 99 are designated as monitoring officers, 126 assistant monitoring officers and 255 as operators.

There are 11 supervisors at as many primary monitoring stations, eight of them with assistants. The monitoring officers, their assistants and most of the operators are located at the secondary stations. The primary stations are equipped with long-range, high frequency direction finders, long-distance intercept apparatus and machines for recording propaganda programs from abroad as well as foreign-language programs on United States stations.

Collaboration Plans

The secondary stations are equipped to cover local areas, using monitoring apparatus and mobile direction finders. They are designated to collaborate with the FBI and the military intelligence services.

The list of supervisors and assistants at the primary stations and officers in charge at the secondary stations follows:

PRIMARY UNITS

Fairbanks, Alaska—Stacy W. Norman, supervisor.
Santa Ana, Cal.—William E. Downing, supervisor; James Homsy, assistant.
Marietta, Ga.—Frank Kratokvil, supervisor; Adolph Anderson, assistant.
Honolulu, Hawaii—Lee R. Dawson, supervisor.
Laurel, Md.—Charles A. Ellert, supervisor; George Rollins, assistant.
Millis, Mass.—Charles Manning, supervisor; Roger Phelps, assitant.
Allegan, Mich. (Great Lakes area)—Irving L. Weston, supervisor; LaMar Newcomb, assistant.
Grand Island, Neb. (Central States) — George L. Jensen, supervisor; Victor Rowe, assistant.
Portland, Ore.—George V. Wiltse, supervisor; Robert Landsburg, assistant.
Kingsville, Tenn. (Gulf States)—Joe McKinney, supervisor; George Llewellyn, assistant.
Santurce, Puerto Rico—Roland Archibald, acting supervisor.

SECONDARY UNITS
(With Monitoring Officers in Charge)

Alabama (Montgomery)—Herbert Sigman.
Alaska (Anchorage)—Carl Hoffman.
Alaska (Juneau)—Vergne L. Hoke.
Arizona (Tucson)—Floyd Wickenkamp.
Arizona (Yuma)—Harold W. Robbins.
Arkansas (Little Rock)—Carl M. Wilson.
California (Arcata)—Arthur A. Johnston.
California (Fresno)—George McLeod.
California (Larkspur)—Frank L. Kellogg.
California (Los Angeles)—T. M. Stevens.
California (San Diego)—Harry A. Kline.
Colorado (Denver)—O. D. Mitchell.
Connecticut (Portland)—Charles O. Cressy.
Delaware (Wilmington)—Wm. P. Schroeder.
Florida (Miami)—Lee F. Franklin.
Florida (Pensacola)—L. A. Delson.
Florida (St. Augustine)—F. Banks Duncan.
Florida (Tampa)—M. K. Lock.
Georgia (Atlanta)—Paul Rosenkrans.
Hawaii (Hanapepe, T. H.)—T. H. Tate.
Hawaii (Honolulu, T. H.)—Tom Wagner.
Hawaii (Kilauea Crater, T. H.) — R. J. Stratton.
Idaho (Boise) — M. E. Apple.
Illinois (Chicago)—Paul A. Girard.
Indiana (Indianapolis)—F. C. Cottingham.
Iowa (Des Moines)—M. W. Yoder Jr.
Kansas (Junction City)—Clyde O. Taylor.
Kentucky (Lexington)—Ernest D. Herider.
Louisiana (New Orleans)—W. M. Hammond.
Maine (Boothbay Harbor)—Thomas Galbraith.
Maryland (Baltimore)—Lewis Meriwether.
Massachusetts (Boston)—George Voigt.
Michigan (Detroit)—Samuel Lichtman.
Michigan (Sault Ste. Marie) — H. A. Hunter.
Minnesota (Duluth)—E. H. Marshall.
Minnesota (St. Paul)—Robert A. Phillips.
Mississippi (Jackson)—John L. Cole.
Missouri (Kansas City)—A. C. Lawrence.
Missouri (St. Louis)—Harold W. Bourell.
Montana (Great Falls)—Alfred H. Brodie.
Nebraska (Omaha)—Paul F. Skewes.
Nevada (Reno)—R. E. Sutton.
New Hampshire (Pembroke) — Richard Sherman.
New Jersey (Atlantic City)—H. R. Woodyard.
New Jersey (Fort Lee) — L. E. De La Fleur.
New Jersey (Gloucester) — E. W. Sanders.
New York (Bayshore, L. I.)—Julius Ross.
New York (Buffalo)—George B. Bairey.
New York—Arnold Shostak.
New York (Rensselaer)—Jesse W. Holland.
North Carolina (Raleigh) — Joseph W. Stephenson.
North Dakota (Fargo) — Carl E. Atherstone.
Ohio (Cleveland)—Wayne Miller.
Ohio (Columbus)—Lewis J. Bowker.
Oklahoma (Oklahoma City) — George J. Ikelman.
Oregon (Portland)—Charles R. Weeks.
Pennsylvania (Pittsburgh)—J. F. Manship.
Puerto Rico (San Juan)—Neal McNaughten.
Rhode Island (Scituate)—Thomas Cave.
South Carolina (Charleston) — Clarence Hudson.
South Daktota (Sturgis)—Donald Mitchell.
Tennesee (Memphis)—Earl A. Merryman.
Texas (Austin)—Robert D. Linx.
Texas (Brownsville)—W. M. Vogt.
Texas (Dallas)—W. S. McCallum.
Texas (El Paso)—Glen W. Earnhart.
Texas (Galveston)—F. B. Peterson.
Texas (Laredo)—T. E. Daniels.
Texas (Marfa)—Eric D. Coburn.
Utah (Salt Lake City)—Alvin Holmes.
Vermont (Burlington)—L. J. Peiffer.
Virginia (Falls Church)—Henry Dunphey.
Virginia (Norfolk)—James E. Moffatt.
Washington (Seattle)—Robert L. Stark.
Washington (Spokane)—Eugene Brewer.
West Virginia (Huntington) — Wm. F. Bradley.
Wisconsin (Port Washington)—Donald A. Murray.
Wyoming (Cheyenne)—J. L. Turre.

WIRELESS VETS held a reunion in Chicago the other day, and some of the notables attending were (l to r) Jack Binns, whose first CQD made history 33 years ago; George Sterling, chief of the FCC National Defense Operations Section; W. J. Halligan, president of the Hallicrafters Co. and chairman of the western division, Veteran Wireless Operators Assn.; Charles Ellert, supervisor of the FCC primary monitoring station at Laurel, Md.; T. R. McElroy, world speed champion code operator.

KTNM are the call letters of the new local in Tucumcari, N. M., granted recently to Krasin & Krutzner [BROADCASTING, June 30].

CBS, MGM Give FM Station CP

Plan Stations in Los Angeles U of Illinois Gets Grant

CBS, HOLLYWOOD, and Metro-Goldwyn-Mayer Studios Inc. were recipients of construction permits for commercial FM stations when the FCC July 16 authorized the grants, at the same time issuing a construction permit for a non-commercial FM station to the U of Illinois.

The CBS grant for a Class B outlet proposes to render extended urban and rural service in the Hollywood area. An antenna atop Mount Wilson, Pasadena, subject to certain engineering and legal requirements, is planned. Frequency for this purpose will be 43.1 mc.

Movie Firm's Plans

Metro-Goldwyn-Mayer proposes to locate its station in the Santa Monica Mountains to cover the Los Angeles metropolitan district and adjacent basic trading areas of Los Angeles, Orange and Ventura counties, as well as the western portion of Riverside County. Pending approval of the antenna site by the Civil Aeronautics Administration the permitee has been granted the 46.1 mc. frequency to cover a 7,000 square mile area and a 2,500,000 population.

The non-commercial grant to the U of Illinois for an FM station in South Champaign was for 42.9 mc. using 250 watts. Antenna of the university's standard broadcasting station, WILL, will be used.

A non-profit organization, the university will utilize FM to provide supervisory and administrative instruction as well as supplementary education programs for Champaign and Urbana schools; supplement teachings in rural schools in Urbana County; and augment the education services of the University High School in the College of Education. Programs will be determined by the Dean of the College of Education cooperating with the supervising head of the unit within the school to which the particular program is directed.

Canada Set Sales Up

SALES OF radio receiving sets in Canada during the first quarter of 1941 totaled 77,121 sets valued at $4,450,692 at factory list prices, against 71,503 sets sold during the same period last year. There were 9,777 sets imported during the first three months of 1941. Greatest sales increase was made in Ontario, with decreases on last year's sales in Quebec, Manitoba, Alberta and British Columbia.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

1340 WINX Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D.C.

In the CONTROL ROOM

EARL QUIRK, transmitter engineer of WTRY, N. Y., has been inducted into the Army and stationed at Camp Upton. Added to the WTRY engineering staff are Waldo Whitman, formerly of WHYN, Holyoke, Mass., and Stewart Herrick, formerly of WENY, Elmira, N. Y.

JAMES J. JOHNSON, from Richmond, has joined the technical staff of WBTM, Danville, Va., replacing Joe Foster now with the merchant marine.

DON FLETCHER, transmitter technician of CKLW Windsor-Detroit, is to assume a similar position at CBL, Toronto.

J. WAYNE RHINE and A. Bernard Tapper, formerly of the engineering staff of WDWS, Champaign, Ill., have joined WPAT, Paterson.

H. ARTHUR GILBERT, formerly of WHN, New York, where he handled production, sound effects and did some singing and acting, has joined WAAT, Jersey City, as an engineer.

GUY MAKEN has been named purchasing agent of Radio Wire Television, New York, replacing Ben Miller who resigned to join Meissner Mfg. Co.

EUGENE BRAUTIGAM, formerly of KSTP and WTCN, has joined WLOL, Minneapolis, as chief of the engineering staff and supervisor of station maintenance.

GEORGE STEPHEN, from Trenton, N. J., and Robert Ingle Jr. have joined the engineering staff of WMAZ, Macon.

R. H. LINGLE, engineer of the WGY, Schenectady, transmitter, is the father of a baby girl born June 15.

DONALD PARKER and Elmo Reed, of WROK, Rockford, Ill., have been inducted into the Army. Robert E. Carpenter, of Rockford, has joined the station as studio and remote engineer.

DON SAUNDERS, engineer of WJSV, Washington, has been called to Naval Reserve duty as of July 26.

RCA Continues Tests Of Moscow Radiophotos

FOLLOWING the successful reception of the first radiophoto from Moscow, RCA Communications Inc. reported it is continuing tests looking to the establishment of a regular commercial radiophoto service to and from Russia. Moscow became the fifth addition to the radiophoto circuits, the others being London, Berlin, Buenos Aires and Tokyo.

Because Berlin was sending over many war pictures while none came from the Soviets, the latter last week decided to open a 4,615-mile circuit to New York. Russian war pictures, flashed over the heads of the Nazis across the battle zones, went sent to Radio Central on Rivhead, Long Island, thence relayed to RCAC radiophoto machines at Broad Street headquarters, and then made available to the American press. Despite magnetic disturbances the pictures were extremely clear.

RCA Laboratories has issued an illustrated booklet titled *Into Unseen Worlds; RCA Electronic Microscope*, telling the story of the development and uses of the device.

Tower Romance

J. WAIDE MOORHEAD, construction engineer of the Bass Co., Cleveland, came to Albany, Ga., to erect twin towers for WALB. He met the native Mary Aileen Brim and on July 9 married her in an all-radio wedding, broadcast from the big WALB audience studio where an altar had been erected.

Commercial FM Outlet Opened in Schenectady

W47A, Schenectady, N. Y., claimed as the first commercial FM station having no connection with previous broadcast or radio manufacturing operations, last Thursday inaugurated regular FM broadcast service in a Schenectady-Albany area of some 6,500 square miles. The new FM outlet is licensed to Capitol Broadcasting Co., headed by Leonard Asch, and operates on 44.7 mc.

According to reports from the station management, W47A promises to operate in the black from its opening day, since 36 commercial accounts, exclusive of spot announcements, had been signed as the station went on the air. The station operates on a 16½-hour daily schedule, with 18½ hours of programs on Saturday. A special dedicatory dinner, attended by well-known figures in the broadcast industry, was held the evening of July 17, sponsored by the Schenectady Chamber of Commerce.

GE Granted Facilities For Commercial Video

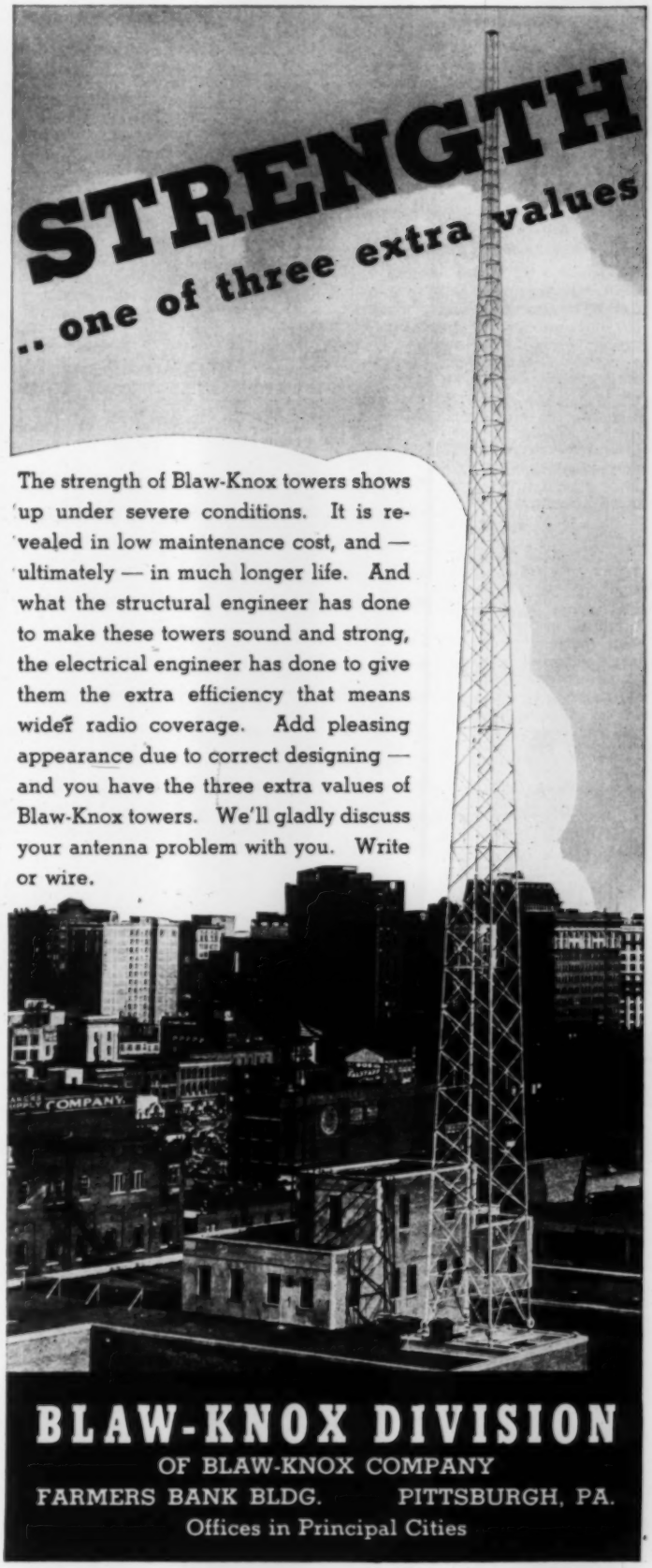
COMMERCIAL television facilities were granted July 16 by the FCC to General Electric Co., Schenectady, to replace its W2XB, experimental video station of GE silent since June 30. GE at present is remodeling its present experimental transmitter in the Helderberg Hills, New Scotland, N. Y. [BROADCASTING, July 7], and proposes to be ready for its commercial debut by Sept. 1. Incidental experimentation with color television is contemplated by GE.

Grant authorized use of television channel No. 3 (66,000-72,000 kc.) and will serve 3,320 square miles in the Albany-Schenectady-Troy area with some 572,000 residents.

RCA Trial Date Set

TRIAL in New York Supreme Court of the remaining causes of action in the suit brought against RCA by a group of the company's stockholders has been set for Aug. 6. All major causes of action in the suit were dismissed June 24 by Justice Aaron J. Levy, the court overruling at that time the contentions of the plaintiffs that RCA directors has settled previous stockholder actions to conceal certain acts which would become void through the statute of limitations.

RCA MFG. Co., Camden, announces sale of 1-K transmitters to WTMA, Charleston, S. C., and KBWD, Brownwood, Tex., and a 250-K transmitter to WMDF, Greenwood, S. C.


STRENGTH
.. one of three extra values
The strength of Blaw-Knox towers shows up under severe conditions. It is revealed in low maintenance cost, and — ultimately — in much longer life. And what the structural engineer has done to make these towers sound and strong, the electrical engineer has done to give them the extra efficiency that means wider radio coverage. Add pleasing appearance due to correct designing — and you have the three extra values of Blaw-Knox towers. We'll gladly discuss your antenna problem with you. Write or wire.
BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
FARMERS BANK BLDG. PITTSBURGH, PA.
Offices in Principal Cities

Merchandising & Promotion

El Paso Books—About Edibles—Midwest Maize—Interior Comfort—Pack of Tees

FOR THE INFORMATION of the sponsor, the agency and the district representative, KROD, El Paso, has just issued a number of brochures for General Mills on behalf of *Hymns of All Churches* and *Betty Crocker*. Books contain samples of merchandising letters, courtesy announcements, photographs of Tel-Pic signs used as promotional material, tearsheets of publicity and advertisements, pictures of dealers' party and advertising streamers distributed throughout KROD's territory.

* * *

A Sponsor a Week

TWO-COLOR signs on the backs of all taxis in the Publix cab fleet are being used by KLZ, Denver, to promote sponsored programs. Each client is giving one week of advertising in this manner. Big posters in mass displays have been placed in 142 Safeway Stores throughout Colorado by KLZ, on behalf of Wilson & Co. Ideal Dog Food. Three actual labels from Ideal, part of a requirement of a give-away offer, and a schedule of the broadcasts on KLZ appear.

* * *

Food News

KSFO, San Francisco, is cooperating with retail grocers of Northern California and food manufacturers and processors using time on the station by furnishing a 10-page detailed listing of all grocery store products. The quarterly report lists the name of manufacturer, the product, name of the program, and days and times when the program runs.

Tall Corn Again

FIFTH annual National Tall Corn Sweepstakes under the auspices of WHO, Des Moines, and the Iowa State Fair will be held Aug. 20-21 on the Fair Grounds. Cash prizes for the tallest corn in the contest will total $250. In addition Oliver Farm Equipment Co. will award a tractor and Mid-Continent Petroleum Corp. will give cans of oil as prizes. Winner will receive $100 and the Col. B. J. Palmer gold trophy.

* * *

What Power Means

PRELIMINARY effort to determine the extent of its increased coverage resulting from a recent boost to 50,000 watts was made by WPTF, Raleigh, N. C., when a contest was held among listeners for the best answer to the query, "What has WPTF's increased 50,000-watt power meant to me?" Three prizes of $25, $15 and $5 were offered.

* * *

Fins for Ideas

TO STIMULATE the flow of ideas from the WGAR staff, Manager John F. Patt has set up an idea competition, with a $5 prize for each accepted suggestion. First to garner a bill was Bill Stewart, office boy, who suggested a weekly program of yachting news.

Plug for Article

TO PUBLICIZE the article "Inside Germany Today," by Wythe Williams, MBS news analyst, appearing in the July 19 issue of *Liberty Magazine*, WOR, New York, issued 25,000 window cards to news agencies throughout the country. A special circular advertising the article and crediting MBS went to over 70,000 delivery boys for house-to-house distribution as well.

* * *

WFBM Promotes

WFBM, Indianapolis, has made arrangements with five local movie houses to run trailers promoting its local and CBS programs. Other promotion tieups of the station include display advertising in the *Indianapolis Times;* poster advertising on 300 taxicabs; folders, published twice monthly, distributed to all local Red cab drivers; displays in the H. P. Wasson Dept. Store.

* * *

It's Cool Inside

DURING HOT weather KFDM, Beaumont, Tex., announces several times daily the exact thermometer reading with the suggestion, "and its always 76 degrees at the Jefferson Theatre." The theatre reciprocates by running a trailer giving the KFDM call letters, dial location and calling attention to its NBC-Blue affiliation.

* * *

Mike Cutouts

LITHOGRAPHED stand-up cutouts of microphones, with station call letters prominently displayed, and a 2 x 4-inch blank space at the base for sponsor's program are being distributed by WJJD, Chicago and WIND, Gary, to station advertisers who give them away to dealers for display.

* * *

News of WOR

FIRST ISSUE of *WOR News*, directed to WOR, New York, listeners was published July 1 by the station's promotion department. Issued semi-weekly and edited by Bill Crawford of the WOR promotion staff, the publication specializes in information for studio audiences.

LIKE PRUNES! Well, yes, a giving Miss Prune herself the over. Henrietta Horak, 29, C born advertising manager of California Prune Growers Ass touring the country on behalf her 11,000 bosses, who raise pr in California. She is making nationwide goodwill tour on half of her favorite fruit. H she talks on WAAB, Boston, J. J. Hayes, northeastern re sentative of the cooperative.

* * *

Atlanta Displays

CARDBOARD mailing pieces, a able for window or counter plays, are being distributed grocers by WSB, Atlanta, to p licize the noon newscast of Plant Peanuts. Printed on the cards cuts of a WSB mike with Wa Paschall, station news editor, w are done in red, white and bl carrying out the patriotic motif.

* * *

Kansas Gold

A FAN-SHAPED array of re wheat adorns the cover of a prom tion piece sent to the trade WIBW, Topeka. "Yellow gold Kansas ready for you to mine," says. In the center spread is wheat field panorama, with ins of a harvester at work. A prepa post card is inserted in a picture a row of freight cars.

* * *

Tee in Montana

ENCLOSING a packet of golf te to stress the theme, "Summer tim is time to tee off with advertisi in Montana", Montana Broadcast ers—KGIR, Butte; KPFA, Helen KRBM, Bozeman—is mailing a s licitation to advertisers calling a tention to the 25% increase in po ulation in the State due to summ travel.

BROCHURES

WTMJ, Milwaukee—Booklet prom ing new Nancy Grey program aim at men as well as women.

WSJS, Winston-Salem, N. C.—Fold calling attention to the increased s nal resulting from frequency shift.

HAVE YOU TRIED THE NEW PRESTO GLASS "Q" DISC

A heavy plate glass base coated with the famous Presto "Q" compound . . . smoother . . . flatter . . . more uniform in thickness than any metal base recording blank.

Made heavier (3/32") for added durability. Handle it like any transcription.

Has 2 standard holes for the turntable shaft and the drive pin that prevents slippage of the disc or cutting mechanism.

Made in the new Presto $250,000 disc plant. Now ready for you in the 12" and 16" sizes. Immediate shipment, any quantity.

Phone your radio distributor for new net prices to radio stations and studios.

PRESTO RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Mo. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0342 • ROCHESTER, Cal. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

An $8 Hat Wins a $2 Prize!

Yes sir! One of the more than 500 entries in a sponsored 5-minute jingle contest over WCBM was a hat retailing at $8! The winner? Sure! Just like the station that "pulled" it!

PENNY FOR PENNY COVERAGE BETTER THAN ANY!

★WCBM★

Baltimore's Mutual Affiliate

Beginning Oct. 1—NBC BLUE

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Offic

Kellogg Renews on 35

KELLOGG Co., Battle Creek, Mich. (Pep), on July 7 renewed its schedule of 10 a-week one-minute transcribed announcements on 35 stations in various markets to extend through August. Agency is Kenyon & Eckhardt, New York.

Adam Fight in Brooklyn

FIRST FIGHT to be broadcast exclusively on NBC-Blue in the series managed by the Brooklyn Boxing Assn. from Ebbets Field, will take place July 22 between Red Burman and Melio Bettina, with Sam Taub and Bill Stern handling the description. Sponsor is Adam Hat Stores, New York.

Classroom Liked

CLASSROOM programs proved the most popular feature of the U of Illinois station at Urbana, WILL, which reports that 2,300 letters were received from listeners during the last year requesting more information on the programs with but 12 complaints, though the broadcasts dealt with controversial issues.

PA Has 193 Stations

PRESS ASSN., subsidiary of Associated Press to handle news for radio, now has a total of 103 stations subscribing to its service, in addition to the stations already served by AP prior to the organization of PA, according to William J. McCambridge, AP general manager. The addition of these 103 stations brings the total number of stations receiving AP news to more than 300.

AN EDICT that all neon signs, lobby lights, electric fans, etc. at WCBI, Columbus, Miss., be cut out except when absolutely necessary was issued by the station management in keeping with the power conservation movement.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

First Class Operator—Draft deferred exempt; N. Y. State; State qualifications fully. Box 702, BROADCASTING.

Two Licensed Operators—At 250 watt NBC affiliate station in Southeast. Write Box 705, BROADCASTING.

Commercial Manager—For Regional Network Station. State complete experience, education, salary desired, position in draft, references and submit recent full-length photograph. Box 706, BROADCASTING.

Operator-Transradio Man—Must be experienced and capable of transmitter maintenance. Arkansas station. Salary, $25.00 weekly. Send references. Permanent position for right man. Box 721, BROADCASTING.

Continuity—Prominent midwestern clear-channel station, network affiliate, requires personal copy writer, experienced on all types commercial and sustaining continuity. Experience in building script shows not required but advantageous. Women or draft-free men. Please send full details including photo and salary expected. Box 723, BROADCASTING.

Radio or Electrical Engineer in His Twenties—Degree in R.E. or E.E. preferred and should have an active government operator's license or several years' amateur experience. A flare for simple understandable written expression would be an advantage. Write freely and fully in strict confidence discussing your qualifications and requirements including salary. Address P. O. Box 3046, Washington, D. C.

Situations Wanted

Manager-Commercial Manager—12 years' experience, 32, married. Excellent references. Box 707, BROADCASTING.

Young Man—Single, draft exempt, seven years' experience Orient, newspaper, radio, script. Box 720, BROADCASTING.

Experienced Woman—Wants staff position. Proven program.References. Qualified for any broadcasting, continuity, receptionist. Box 712, BROADCASTING.

Announcer-Program Director—Eight years' experience. Now employed chain station large eastern city, desires change. Best references. Box 709, BROADCASTING.

Chief Engineer—Now employed in 5 KW Rocky Mountain district station, desires change to more progressive station. 12 years' experience. Box 718, BROADCASTING.

Broadcast Operator—6 years' experience in transmitter, control, remote and network assignments; A1 references; 1KW job now. Box 711, BROADCASTING.

Summer or Permanent—Announcer, 18, intelligent, ambitious, rich voice; limited experience. E. T. Superb background, references. P. O. Box 338, Clarks Summit, Pennsylvania.

Announcer-Engineer—Now program director, network affiliate, considering change. Three years' experience announcing, selling, copy-writing, and operating. Married, draft-deferred, good voice, reliable. Prefer West, make offer. Box 710, BROADCASTING.

Situations Wanted (Continued)

Production Man-Director—Training and experience include writing, production, acting, sales, publicity and office management, college graduate, 28, draft exempt. Locate anywhere. Box 708, BROADCASTING.

Announcer-Production Man—4 years' experience, network stations, desire immediate change. Draft exempt. Box 724, BROADCASTING.

Owners Of Radio Station, Attention—If your general manager is bluffing you, I can prove my ability to make money for you in five minutes. Box 725, BROADCASTING.

Sportscaster—Six years' experience local and networks—sports play-by-play; special events, program directing, script, continuity. Draft exempt. Employed at present but available at once. Box 717, BROADCASTING.

12 Years' Radio Experience—Including network production, announcing and station management. Will consider good permanent connection with radio agency or station. Inquiries kept confidential. Address Box 703, BROADCASTING.

Station Manager Now Employed—Thirteen years' experience all phases, licensed, married, draft exempt. Accept salary, commission or profit sharing basis. South only. Write fully. Box 714, BROADCASTING.

Traffic Director—Girl experienced in traffic, programming, general radio office work, seeks position in Texas station. 24. Now employed. Excellent references. Box 722, BROADCASTING.

Chief Engineer—Network station desires change. Young, draft exempt; college; experienced; design; operation; construction. Executive ability. Prefer southwest. Consider anything permanent. Box 715, BROADCASTING.

Attention Station Managers—Young man, 21, not in draft, desires position with progressive station. College graduate with first degree in radio. Have complete general background of industry—Announcing, engineering, writing, advertising, producing, managing etc. Salary secondary to position. Will travel. If you need a competent, conscientious beginner, I am your man. Box 713, BROADCASTING.

Somewhere in United States There Is a Station which can use an aggressive Program Man or Assistant Manager—who rose step by step from actor to announcer to production to Program Management—who has a successful record of modern program building at a profit. Capable of inspiring co-workers to cooperate happily for more business. Competent and harmonious worker—knows from nine years' experience station problems and solutions. Presentation on request. Box 716, BROADCASTING.

Wanted to Buy

Pacific Coast—Station wishes to contact anyone having good 5 kilowatt transmitter for sale. Box 701, BROADCASTING.

Wanted—One 250 watt transmitter in good condition. Please state make, age, condition of transmitter and price. Write Box 704, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
KCMO
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

We have THE VERY IDEA

Custom-built radio productions
One minute or one hour—
live or transcribed

The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

WCAR

We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!

GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS
CHICAGO • NEW YORK

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

Bennett

(*Continued from page 29*)

criminally by the Department of Justice.

"In the civil case, the consent decree was entered. In the criminal case, fines were assessed totaling some $35,000. For several weeks the trade papers have been full of ASCAP's proposed suit. ASCAP is reported to claim treble damage because they assert they are being kept off the air through boycott. Yet have they approached stations and attempted to sell their product on a competitive business basis?

"You will recall the efforts made by you in behalf of NIB to discuss with and obtain from ASCAP a license which would require payment for the material used. You did this both before the expiration of licenses last year and again when Gene Buck made his plea over the air in the first *ASCAP on Parade* program. Your effort merely resulted in disclosing a lack of sincerity on ASCAP's part to discuss anything but a continuation of the old blanket license with its destructive payment of a per cent on gross business.

Treble Damages

"The truth about 'treble damages' is that every music user whose continued existence depended upon the obtaining of a license from ASCAP prior to December, 1940, has a valid and enforcable suit for treble damages against ASCAP and all its members. The shoe really is on the other foot.

"ASCAP and each of its members is liable threefold for all sums wrongfully extracted. ASCAP no longer can deny the facts stated in the unanimous opinion of the U. S. Supreme Court. The opinion states that ASCAP 'is a combination which controls the performance rights of a major part of the available supply of copyrighted popular music' and that 'ASCAP comes squarely within the definition of the combinations prohibited by Section 1 of the 1937 Act'. This section of the Florida statute is no more extensive than the Federal Sherman Anti-Trust Act under which treble damages are awarded. Yet ASCAP threatens treble suits against broadcasters.

"'For years this combination by mutual agreement pooled in ASCAP 'a major part of the available supply of copyrighted popular music,' thereby creating in ASCAP 'the power of life and death over every business * * * dependent upon copyrighted musical compositions for existence' (Mr. Justice Black). It actually wielded this power by enforcing its demands for a per cent of broadcasters' gross income, by discriminating contracts such as the newspaper formula and in other less obvious ways. Are broadcasters again to acquiesce and pay on gross income?

Open Competition

"Clear thinking at this point is doubly essential. In looking for the immediate dollar saving, we forget that the only protection against future exhorbitant demands lies in open competition and that this open competition can be established only by maintaining the 'dollar' incentive. Blanket licenses with payment of a per cent of gross income entered into with a combination controlling a dominating portion of the available material, destroys the 'dollar' incentive. It then becomes economically desirable to restrict the material used to the product of the dominating combination.

"The door to protective competition is closed against those who are not members of the combination just as effectively as though they did not exist. No one wants a repetition of December, 1940, but if it is to be avoided, a competitive market must be maintained. The door to competition must be kept open to new and unknown composers and authors, to new music publishers, to AMP, to SESAC, to BMI and others. Unless these non-ASCAP creators are able to market the product of their labor in a free market, their chance of earning a livelihood vanishes and their incentive to produce is destroyed.

"It is my firm conviction, based on seven years of intensive work with the copyright problem, that if broadcasters again pay ASCAP a per cent of their gross income for blanket licenses, the time will come when the gains of today are hopelessly lost. Unless we help ourselves now, we soon will be past helping. In Florida, Nebraska, Washington and Alaska, ASCAP is barred from doing business as a combination. In several other States, including Kansas and North Dakota, they must comply with laws placing restrictions on monopolistic operations. If there must be 48 different laws in order to cure permanently monopolistic domination in the copyright licensing field, then let us have 48 laws. But an earnest effort should be made to keep those laws uniform.

"'Instead of a Munich pact, broadcasters and other users of copyrighted music should assert their legal rights and maintain them. They must not be influenced by fear and self-serving propaganda. They must not let inertia again destroy their freedom to buy in a competitive market."

CODE CLASSES FOR DEFENSE are taught by KDKA, Pittsburgh, and here are two of the instructors during a recent classroom session. They are (l to r) T. C. Kenney, studio supervisor, and Jim Rock, KDKA general manager. Dwight Myer, chief engineer, is director of the classes but was away on a vacation at the time this photo was taken.

Hole in One

ON THE FIRST DAY of his vacation Kolin Hager, manager of WGY, Schenectady, scored a hole in one on the 185-yard second hole at the Mohawk Country Club, Schenectady. Hager, who is a portsider, used a brassie against a stiff wind to ace a tricky par-three hole. Ed Letson, announcer of KDYL, Salt Lake City, recently accomplished a similar feat on a local course.

Building in Clarksville, Tenn.

BOB THOMPSON, former assistant chief engineer of WGOV, Valdosta, Ga., is now chief engineer of the new WJZM, Clarksville, Tenn., now under construction with RCA equipment and a Wincharger 175-ft. tower. He is the only member of the staff thus far engaged, though the station expects to be on the air early in August. Operating with 250 watts on 1400 kc., the station was authorized by the FCC last February and is owned by William D. Hudson, mayor of Clarksville, and his wife. Mr. Hudson is also a member of the Tennessee Railroad & Public Utilities Commission.

PHIL BAKER, off the air nearly two years, has been auditioned by NBC with his old comedy cast in a new show, *Brownstone House*.

50,000 WATTS - CBS
425,683 Listening Families*

KWKH
SHREVEPORT
LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverage

New 50 kw. Plant Dedicated by KOB

New Type of Transmitter Put In Operation by Station

COMPLETELY equipped with what is claimed to be the first RCA Hi-Level modulated transmitter, KOB, Albuquerque, N. M., formally stepped up its power to 50,000 watts July 9 with special dedicatory festivities.

Transmitter is housed in a new building of Pueblo construction on the banks of the Rio Grande, nine miles north of Albuquerque. The new 450-foot vertical antenna is of uniform cross section construction, erected on 80,000 square feet of ground space over a water-soaked sub-strata that is only four feet below the surface.

Notables Attend

The formal dedication broadcast from the stage of the local Kimo theater was attended by Gov. John E. Miles, Mayor Clyde Tingley of Albuquerque and Dr. Hugh Milton, president of New Mexico State College, who spoke during the program. Other special guests present were Don Gilman, NBC vice-president; I. R. Baker, RCA Mfg. Co., Camden; Don Wilson, NBC announcer who acted as m.c.; Martha Tilton, NBC artist. The hour-long broadcast included a salute by the NBC-Blue network from Hollywood.

Increase culminates the climb of KOB, one of the nation's pioneer stations, from its inception in 1920 as a 50-watt outlet to its present 50,000 watt status as one of the country's most powerful stations.

PERCEPTIBLY PLEASED with details of their new contract with Union Oil Co. are these CBS Pacific network executives surrounding James Fonda, radio supervisor of Lord & Thomas, Hollywood. They are (l to r), Hal Hudson, CBS Pacific Coast program service manager; N. G. Pringle, head of the network's West Coast news bureau, who acts as commentator on the five-weekly quarter-hour program, sponsored by the petroleum concern; Fonda; Harry W. Witt, CBS Southern California sales manager; A. Ernest Bagge, network account executive. Union Oil on July 7 started for 52 weeks sponsoring the news analyst on 3 CBS California stations.

AN INCREASE in pay of 10% for all employes of WTRY, Troy, N. Y., has been announced by Commercial Manager William A. Ripple. Effective July 1, the raise is the second in six months.

JAMES McFADDEN, McKee-Albright New York vice-president in charge of radio, is currently in Hollywood conferring on plans to switch origination of the weekly NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest), from that city to New York, in later August.

Al Hollender Promoted

AL HOLLENDER, for seven years director of public relations of WJJD, Chicago-WIND, Gary, has been appointed assistant to President Ralph L. Atlass. Other personnel changes announced by Mr. Atlass include the naming of H. P. Sherman to the post of national sales manager of WJJD and the appointment of Dave Bennett, formerly of Dave Bennett Associates, Chicago, as local sales manager. Les Paul, formerly guitarist with Fred Waring's orchestra, succeeds Ben Kanter as musical director. Mr. Hollender will act as coordinator of several departments of both stations as well as continuing as public relations director.

WHOM Offers All Aid To Americanize Aliens

AN OFFER of its complete facilities to the U. S. Government to aid in the vast expansion of the Americanization program facilitating naturalization of 5,000,000 aliens has been made by WHOM, Jersey City, through its manager, Joseph Lang. In a letter to Howard O. Hunter, WPA administrator and director of the drive, Mr. Lang said:

"We offer the complete facilities of WHOM in cooperating with your department to further this work. WHOM broadcasts a greater variety of foreign language programs than, we think, any other station in the U. S. It is our belief that whatever we can do with you, together with what we are already doing through our own WHOM free naturalization school, will render a good public service to our listeners." President Roosevelt has allocated $14,000,000 of WPA funds for the Government's Americanization instruction program, which will be sponsored by the Department of Justice and co-sponsored by state departments of education.

Bond Bread Spots

GENERAL BAKING Co., New York (Bond Bread) on June 30 started sponsorship of *Gene & Glen*, a live talent show 12-12:15 p.m. Monday thru Friday on WNAC, Boston; WTIC, Hartford and WTAG, Worcester, the show originating in Hartford. Newell-Emmett Co., New York is agency.

ANOTHER PERSONALITY FIRST

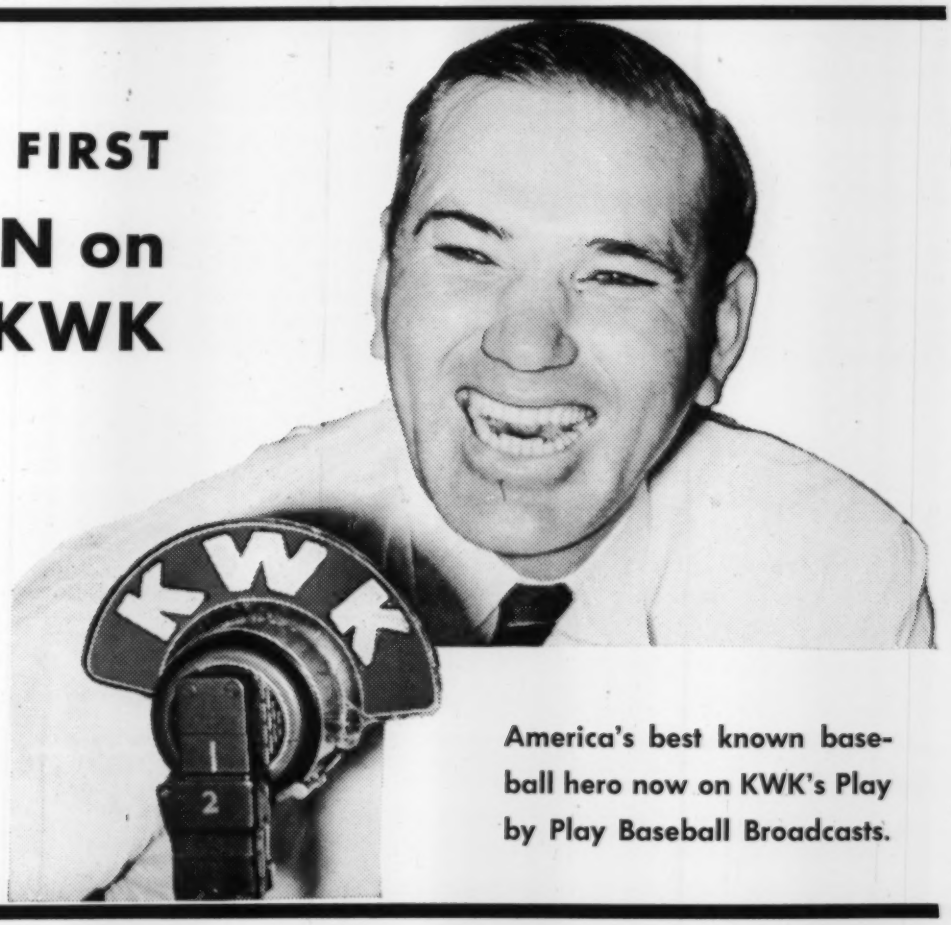
DIZZY DEAN on ST. LOUIS KWK

"The Station with The Personalities"

Johnny O'Hara	Johnny Neblett
Ray Dady	Myron S. Bennett
Carol Gay	Helen Adams
Lon Saxon	Martin Bowin
Al Sarli	Rolla Coughlin

Represented by Raymer

KWK—MBS



America's best known baseball hero now on KWK's Play by Play Baseball Broadcasts.

WAVE SPINS NO WEB FOR SPIDER (Ky.)!

We won't say the villagers in Spider (Ky.) *can't* tune us in—but if they *do*, the coverage costs our advertisers nothing! Y'see, we *concentrate* on the Louisville Trading Area, where there's far more buying power than in the rest of Kentucky combined. And our rates are set for this area alone. Which means you reach the best market in the State, without paying for anything else—not to mention Louisville's $5,000,000 *extra* defense payroll every month! Want the whole story?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

"TOMATOPOLIS" OF THE WORLD!

Another of those we serve—Crystal Springs, Miss., World's greatest tomato shipping center.

Population—2855
Sales Establishments—92
Total Sales—$2,706,000
Distance from Jackson—25 miles

Invest your advertising dollars with WJDX — Dominant Radio Station in Mississippi's growing market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTSB

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

CBS, DuMont Plan Television Service

Plan Commercial Operation To Start in August

WITH CBS transmitting its first full-scale television program in full color last Thursday evening and DuMont as well as CBS expecting to be ready for commercial operation about Aug. 1, the television picture in New York broadens day by day. The only operator to start commercial video on the July 1 opening date, NBC continues its regular 15-hour weekly visual program schedule, which includes several sponsored programs, on WNBT.

Using special apparatus developed in its own laboratories by Dr. Peter Goldmark, CBS chief television engineer, CBS wheeled in color cameras and televised a repeat performance at 9:30 p.m. of its *Country Dance* program, transmitted in black-and-white from 8:30-9:30 p.m. The full production was televised in color, although only a few of the special color receivers were available for spectators.

DuMont Testing

DuMont's new transmitter and studios, located at 515 Madison Ave., New York, are going through final stages of field testing, according to Mortimer Loewi, head of the DuMont television operations, and a commercial license is expected around Aug. 1. Although DuMont expects to begin commercial operations as early as possible, no definite word on commercial arrangements, such as sponsors and rates, has been announced by Mr. Loewi.

The new "electronic view-finder" will be used on television cameras at the new studios, Mr. Loewi stated, commenting that the novel apparatus should lower the cost of visual pickup equipment. The new view-finder consists of a 5-inch cathode tube in a shadow-box attached to the side of the camera.

By looking through the eye aperture the operator sees the televised scene on the screen of the tube, just as it is picked up by receivers. In addition to automatic compensating features and the advantage to the operator of seeing the actual transmitted result, the relatively economical apparatus replaces expensive sets of glass lenses, Mr. Loewi explained.

Mrs. FDR Time Sought

PAN-AMERICAN COFFEE BUREAU, through its agency, Buchanan & Co., New York, is still seeking the best available time for its new network show featuring Mrs. Eleanor Roosevelt, to start sometime in September. The program will stress the Good Neighbor Policy and further cultural relations between the Americas. The bureau is composed of representatives of seven South American countries and is reported to have an operating budget of over $750,000.

ONE OF THE FIRST places captured during a fictional blitzkrieg at Anderson, S. C., was WAIM. The "defenseless" city was seized without warning by a Fifth Column army composed of ROTC cadets at Clemson College. The event was broadcast by a hookup of 28 stations.

U. S. Court Upholds Ruling Allowing Non-Royalty Records of Literary Works

AFFECTING authors of copyrighted poems, stories and works of that nature is the ruling handed down in early July by the U. S. Circuit Court of Appeals at Los Angeles. The decree unanimously upheld a decision of the district court that recordings can be made of any literary works and sold for commercial purposes without royalty payment as long as such works are not dramatized.

Decision was rendered in the suit of Austin Corcoran against Montgomery Ward & Co., in which the plaintiff charged the defendant with recording and selling his original copyrighted poem, "Plain Bull," thereby committing an infringement of copyright. His suit was dismissed by Judge Harry A. Hollzer. The circuit court, in an opinion by Justice William Healy, affirmed this action, Justices Denman and Mathews concurred.

Promptly following the ruling, reports were current on the Coast that a number of famous poems were being set to music and that the writers or their assigns appeared to be helpless, legally. It was said there might develop a race to grab words from various popular songs and set them to new music, by virtue of the ruling.

Although the court conceded there might appear to be justice in Corcoran's claim, it upheld its position by pointing out that in the 1909 revision of the Copyright Act, composers were given the exclusive right of recording their musical compositions and the same right was granted to authors of copyrighted dramatic works. However, Congress did not give like protection to copyrighted poems, stories and similar literary material.

The court further denied Corcoran's accusation that setting the verse to music constituted both a dramatized and another version of it, by describing the poem as doggerel verse, "lacking certain qualities of a dramatic work, notably dialogue and a perceptible plot". It further added that, "undoubtedly it could be arranged and dramatized in the form of the animated cartoon so familiar to those who frequent motion picture houses. Most novels and stories and even some news articles may be dramatized, but nobody thinks of them as dramatic works. The various forms of literary composition all have certain features in common, but if the similarities are pushed too far all attempt at classification breaks down and the copyright law is reduced to chaos."

The plaintiff also charged that the defendant had "vended" the copyrighted work, and that in any event his work constituted the lyrics of a musical composition. The court rejected the first contention on the authority of White-Smith Publishing Co. against Apollo Co., decided by the U. S. Supreme Court in 1908, stating the poem as recorded was subject only to acoustical perception. Finally, the court held that the poem, in the form written, did not constitute a musical composition

Such legal interpretation renders it possible to set a best-selling novel to music and reproduce the product on records and sell such records to the public without payment of royalty.

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

ON THE NBC RED NETWORK

Sales Group Plans 'Ear Appeal' Drive

Radio Now Fundamental for Advertisers, Carr Says

A CALL FOR "common sense selling" of broadcasting as the theme for the sales managers' division of the NAB this year was made last Wednesday by Eugene Carr, assistant manager of WGAR, Cleveland, and new chairman of the sales managers' executive committee, following an organization meeting in Washington.

Mr. Carr said it is just as fundamental for an advertiser today to reach out to his customers and prospective customers with an appeal to the ear as to approach them with an appeal to the eye. He said that the division would seek to do a "hard-hitting common sense selling of the fundamentals of radio" as an advertising medium.

Influence Plus

"Radio has built up a tremendous circulation' by the use of exactly the same factors as the magazines, newspapers and other media use—news, sports, entertainment, drama—precisely the same appeal to human nature," Mr. Carr asserted. "Add to this circulation the human qualities of the medium itself—the human voice appeal, human emotions in the flesh, the timeliness, the flexibility, the quality of personalizing a message — and you have advertising influence with a plus.

"And don't let anyone tell you that some of our good competition enjoy a certain select group of subscribers who buy and read just for the ads. If that's the case, why are the boys down the street out these days selling a bonus circulation due to the interest in war news.

"So, it's common sense selling—making the calls, hammering fundamentals, following through, and leaving something tangible on the prospect's desk for him to buy."

KGA, Spokane, operating on 1510 kc, 1,000 watts, on July 15 joined Don Lee-MBS as an affiliate, replacing KPQ, Wenatchee, and KVOS, Bellingham.

Kelleher Joins WBS

THOMAS M. KELLEHER, for three years with Noee, Rothenberg & Jann, New York, newspaper representative, has joined the sales department of World Broadcasting System to work from the New York studios. Previously, Mr. Kelleher traveled through the East for International News Service, served nine years with the *Worcester Telegram & Gazette*, and for two years was national advertising director of the Record Newspapers in Troy, New York.

Mr. Kelleher

New Wisconsin Network

A NEW six-station regional network has been incorporated in Wisconsin under the name Wisconsin Network Inc., linking WHBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WHBL, Sheboygan; WSAU, Wausau; WFHR, Wisconsin Rapids. President of the company is Hiram H. Born, WHBL; vice-president, James F. Kyler, WCLO; secretary-treasurer, Father James A. Wagner, St. Norbert's College, operating both WHBY and WTAQ, Green Bay. The network is mutually owned.

Nets Gloomy

(*Continued from Page 9*)

House regarding either the network rules or the newspaper-divorcement proceedings. In some quarters this was interpreted to mean that the President, preoccupied with the war situation, had given no attention to either issue. Chairman Fly, however, apparently has the backing of others at the White House.

As long as the conferences are in progress, it is felt, there can be a radical change at any time. Once some sort of an agreement is reached on time options, which would come only on a compromise basis, the other seven points might be adjusted very quickly, with the Commission agreeing to an over-all postponement.. Then it is presumed each issue could be considered individually, with rules adopted pursuant to any accord that might be reached.

There would still be the possibility of litigation, however, to test the Commission's jurisdiction, since NBC and CBS throughout the conversations have maintained they should not surrender any of their legal rights. The question of legislation also is involved, since a number of members of the Senate Committee, as well as the network spokesmen, urged a reappraisal of the statute.

White to Maine

Senator White (R-Me.), before his departure last Thursday for his home, said he had not yet definitely determined whether or when he would introduce proposed revisions to the Communications Act dealing with broadcast regulation. He said he had drafted the amendments two months ago.

Although the Senator planned to stay in Maine several weeks, he said he might decide to introduce the bill in the near future, particularly if an impasse was reached on revised regulations. The more likely course, he indicated, would be to introduce the measure upon his return. He intimated that introduction of the amendments depended on developments in the whole controversy and on the views of some Committee members with whom he had discussed the measure in recent conferences

New P & G Serial

PROCTER & GAMBLE, Cincinnati (Duz), has purchased the rights to *The Bartons* a sustaining serial originating in Chicago for NBC-Blue, and will begin sponsorship sometime in the fall. Harlan Ware writes and Frank Papp directs the show, which is owned by NBC. Compton Adv., New York, handles the Duz account.

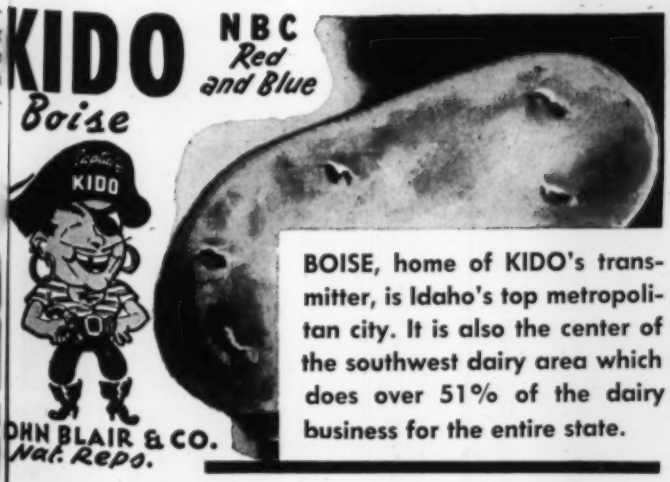
Test for 'Liberty'

MACFADDEN PUBLICATIONS, New York, on July 16 started a one-week test for *Liberty* magazine, participating on the *Yankee Network News* 6-6:10 p.m. EDST, Wednesday and Friday, and conducting spots on WBBM, Chicago. Agency is Erwin, Wasey & Co., New York.

Citation for Morton

ALFRED H. MORTON, vice-president in charge of television for NBC, was given the first citation ever made by the U. S. Treasury Department as the result of a television broadcast. Presented July 16 by Secretary of Treasury Morgenthau, the citation reads: "In recognition of distinguished and patriotic services to our country rendered in behalf of national defense on a nationwide broadcast on the date of May 1, 1941, televised." This was the coast-to-coast broadcast ushering in the sale of defense bonds. It was televised simultaneously with the network broadcast.

IT HAPPENED To-Day!
THE ONLY DRAMATIZED NEWS SHOW IN PHILA.
A 15-Minute Program That Breathes Life Into the Headlines of the Day Now Available for Sponsorship
WPEN
PHILADELPHIA
WPEN
5000 WATTS
Penna's Most Powerful Independent Station
950 KC


KIDO
Boise
NBC Red and Blue
KIDO
BOISE, home of KIDO's transmitter, is Idaho's top metropolitan city. It is also the center of the southwest dairy area which does over 51% of the dairy business for the entire state.
JOHN BLAIR & CO.
Nat. Reps.

Dispute of AFRA and WKRC Mediated

Preliminary Contract Signed, Winding Up Disagreement

MEDIATION of wages and hours of AFRA employes of WKRC, Cincinnati, began this week following the arrival of Mrs. Lillian L. Poses, representing William H. Davis, chairman of the Defense Mediation board. Mrs. Poses arrived in Cincinnati last Thursday and is to hold joint meetings with representatives of the station and the union who have already signed a preliminary contract recognizing AFRA as the sole bargaining agent for program employes.

Mrs. Poses, who has practiced law in New York City since 1931, has held responsible posts in various Government social and labor organizations and has functioned as mediator in several labor disputes. At present she is regional attorney for the Social Security Board for New York.

MBS an AFRA announced signing of agrements last Monday, ending the strike and establishing a pattern for arbitration designed to prevent recurrence of similar situations.

Under the agreement, as explained by AFRA and MBS, strikes against programs transmitted by the network to a station involved in a labor dispute with AFRA would be prevented, providing the outlet agrees to arbitration of its local negotiations.

The new pact, combined with earlier agrements between MBS originating stations and the union, frees the network from involvement in labor-talent disputes of affiliated stations where arbitration is accepted, with AFRA free to strike in cases where arbitration is refused, according to MBS.

Signed July 9 by W. E. Macfarlane, MBS president, and Mrs. Emily Holt, AFRA national executive secretary, and George Heller, associate secretary and treasurer of AFRA, the agreement was hailed by both the network and the union as an important forward step in network-labor relations.

With the WKRC strike officially ended at 5 p.m. last Monday, and picket lines called off, Fred Weber, MBS general manager, in New York announced that network service to all MBS affiliates continues without interruption.

Non-Strike Clause

The new agrement, which remains in effect until AFRA's code of fair practice expires Nov. 1, 1943, provides:

(a) In the event AFRA is unable to consummate a collective bargaining agreement with any Mutual affiliate after a reasonable period of negotiations, and provided that such affiliate shall agree to arbitrate its differences with AFRA as provided in the next two paragraphs, AFRA will not (because of said affiliate's failure to enter into a collective bargaining agreement with AFRA) in view of such affiliate's agreement to arbitrate its differences with AFRA, strike against, picket or boycott any commercial or sustaining programs by whomever produced, whether originating at the studios of such affiliate or at the studios of any other Mutual affiliate, or prevent any sustaining or commercial program by whomever produced from being transmitted to any affiliate. AFRA and its members shall be free from their obligations under this paragraph in the event such affiliate refuses to submit to arbitration or refuses to obey the terms and conditions of the arbitration award.

(b) The affiliate's willingness to arbitrate shall be evidenced by filing with AFRA, at its main office at 2 West 45th St., New York City, a signed copy of this agreement, within five days after notice by AFRA to such affiliate that in its opinion, negotiations have broken down, and such signed copy shall have the force and effect of a submission agreement. The arbitration shall be conducted under the rules set forth in the Code, incorporated herein by reference.

(c) The arbitration shall determine all matters in dispute including wages, working conditions, whether AFRA is the exclusive collective bargaining agency, and all other controversies, and the arbitrators shall not award an AFRA closed shop unless the arbitrators find that AFRA is the exclusive collective bargaining agency for a majority of the employes.

Can Pick Employes

In a joint statement Mrs. Holt and Hulbert Taft Jr., manager of the station said the settlement involved an "AFRA shop" for singers, actors and announcers. "Specialty talent", including newscasters, sportscasters, women's commentators, masters of ceremonies, and man-in-the-street announcers, were exempted from the "AFRA shop" provisions.

Under an "AFRA shop" the station may pick its own employes but they are required to join the union upon being hired. Under ordinary "closed shop" procedure the union certifies to the employer the names of persons who can be hired.

With the signing of the agreement, the four striking members of the staff went back to work and all non-striking members of the station's staff were declared eligible for admission and reinstatement into AFRA without penalty or discrimination. Radio Artists Assn., an independent union at the station, was disbanded and its petition to the National Labor Relations Board asking to be declared the sole bargaining agent for the station was withdrawn.

The RAA members had agreed to join or rejoin AFRA depending on whether its members had previously been in good standing with AFRA. On its part, AFRA consented to reinstate all members who had stayed in the station during the strike, simply upon application.

Two members of the station staff, Jimmy Scribner, author and sole actor of *The Johnson Family*, and Dick Nesbett, sports announcer, had been suspended from AFRA early in the strike.

Monday's settlement solved what might have been a perplexing problem for MBS after the station management had obtained a temporary injunction to prevent the network from discontinuing its service to the station. Under the AFRA-MBS-agency accord, agency-produced commercial shows would have been yanked from WKRC beginning July 12 [BROADCASTING July 14]. Because Ohio law provides that a temporary injunction is returnable in three weeks and because of the MBS mechanical setup, the network was faced with the possibility of being unable to feed any agency-produced commercial to its entire station list.

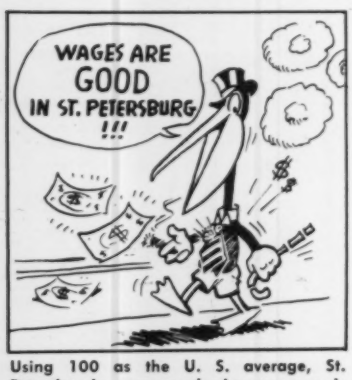
The strike, first in AFRA history, started June 20 when four AFRA members of the 17-man announcing staff failed to report for work and started picketing the WKRC studios assisted by other Cincinnati AFRA members. Up until last week negotiations dragged, finally resulting in a special meeting of the MBS board in Chicago out of which came the MBS-AFRA agreement. After the legal pyrotechnics July 11 MBS General Manager Fred Weber, MBS Attorney Emmanuel Dannett and AFRA Attorney George Heller flew to Cincinnati for conferences with station and AFRA officials, paving the way for peace.

$80 to Check

TO VERIFY that no ASCAP arrangements would be played by Geraldo's London orchestra on the July 13 two-way British War Relief broadcast on NBC-Red, the network spent $80 in short-wave toll charges that morning only to find no ASCAP tunes were scheduled.

While talking to Fred Bate, NBC's London correspondent, before his 8 a.m. broadcast, NBC had heard the cut-in to London's Drury Lane Theatre from New York would occur while Geraldo's orchestra was playing "The Skater's Waltz." of which there is an ASCAP arrangement. Hence the hurried shortwave call only to find Geraldo was planning to play his own arrangement of the waltz.

AWARD FOR PATRIOTISM recently bestowed on WNEW, New York, with Richard O'Dea, president of the station (right), accepting an American Legion plaque from Victor O. Perls, radio chairman of the New York County division of the veterans' organization. Inscription read, "In recognition of its continued and outstanding services in furthering the ideals of Americanism, awarded to WNEW by the New York County Organization American Legion, 1941."



Using 100 as the U. S. average, St. Petersburg's average business wage is 115, highest in the State.

St. Petersburg	115
Miami	113
Jacksonville	83
Tampa	78
U. S.	100

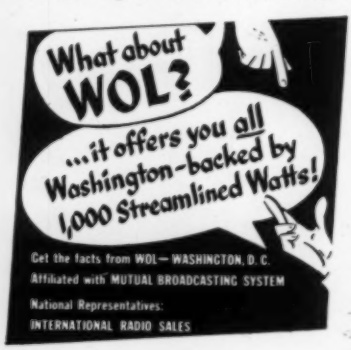
This is just another reason why St. Petersburg is one of the South's best markets. St. Petersburg is only part of the Tampa Bay Area—the Class "A" Market—covered completely and economically by WTSP.

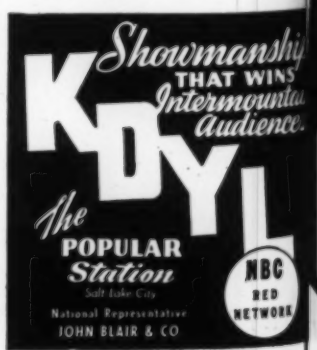
Added to this bargain—your advertising is absolutely free every day the sun fails to shine on. . . .

WTSP

St. Petersburg TIMES Affiliate
A REGIONAL STATION
R. S. Stratton, Manager
St. Petersburg, Fla.

Represented by
Radio Advertising Corp.
New York • Cleveland • Chicago


What about WOL?
...it offers you all Washington-backed by 1,000 Streamlined Watts!
Get the facts from WOL— WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES



Bulova's Stations Signed by ASCAP

WCAE, KOAM and KSAN Are Other New Signatories

SIGNING of the Bulova group of seven stations, plus three others, effective July 1 was announced last week by ASCAP, as the battle of words continued between the Society and Broadcast Music Inc.

ASCAP announced that WOV, New York; WORL and WCOP, Boston; WPEN, Philadelphia, and WELI, New Haven, all identified with the Bulova-Lafount interests, had negotiated contracts. Other stations signed since July 1, it was stated, are WCAE, Pittsburgh; KOAM, Pittsburg, Kan., and KSAN, San Francisco.

No further word was forthcoming either from ASCAP or NBC or CBS regarding negotiations looking toward return of ASCAP music to these networks, to terminate the break that has existed since Jan. 1, during which time no ASCAP music has been performed.

Confer in Capital

Top officials of NBC and CBS were in Washington virtually during the entire week, in connection with conferences on the FCC's chain-monopoly report and therefore were not in a position personally to carry on negotiations with ASCAP.

Another exchange between BMI and ASCAP over the former's royalty payments to composers developed during the week. After John G. Paine, ASCAP general manager, had echoed "sweatshop" charges against BMI and quoted figures purportedly showing that its writers were being paid miserly amounts, BMI rejoined that ASCAP had made several "vicious and totally uncalled for attacks on BMI" and had presented a list of questions for it to answer. It branded these questions as the "have you stopped beating your wife?" variety and said it had no intention of answering them. The ASCAP release of July 14, BMI stated, quoted the figures in regard to BMI's financial life and it was found that "without exception the figures are inaccurate".

Mr. Paine's July 14 statement, among other things, alleged that of approximately $4,000,000 invested in BMI by radio (industry figures show only a total of $1,500,000 paid in) "not more than $35,100 has been paid to composers and authors up to this date".

Alluding to the $4,000,000 figure, Mr. Paine asked how much of "those millions were spent and still are being spent on propaganda aimed to destroy the rights of creators?" He inquired further "how much money was spent and is still being spent on legal fees in litigation aimed to rob the writers of the rights vested in them by the copyright laws?"

As the coup de grace, Mr. Paine referred to the "dead mackerel in the moonlight" observation of FCC Chairman James Lawrence Fly during the NAB convention in St. Louis.

* * *

The ASCAP board Friday announced election of 33 new members, including 26 writers and seven publishers, bringing the Society's total to 1,192 writer members and 146 publisher members. New publisher members include Brown & Henderson Inc., Coslow Music Co., Dash, Connelly Inc., Edition Musicus New York, Ensemble Music Press, Charles E. King, Pan-American Music Co.

Oil Companies Utilize Radio Programs To Promote Program for Conservation

URGING consumers to make more efficient use of dwindling oil supplies along the East Coast, petroleum companies and marketers serving the seaboard are revamping their commercial radio continuity in cooperation with conservation efforts of Federal Petroleum Coordinator Harold L. Ickes. The move started several weeks ago, but has gathered speed as the shortage has become increasingly acute.

For some time plans have been afoot to eliminate straight selling copy in favor of institutional continuity designed to dramatize the petroleum industry's role in national defense. However, this idea has been dropped to a large extent and oil companies, particularly those whose sales areas are restricted to the Eastern Seabord and contiguous territory, are substituting non-selling conservation copy. To date no accounts have curtailed radio expenditures.

Esso Advice

Esso Marketers, sponsoring the *Esso Reporter* newscasts and the first company to preach conservation, is using commercial time on the programs to advise drivers on how to care for their cars to reduce gas consumption, as well as recommending doubling up in use of cars for pleasure driving and domestic errands. Socony-Vacuum Oil Co. for about a month also has included similar copy.

Richfield Oil Co., starting July 15 on its MBS program *Confidentially Yours*, carries helpful hints to motorists on how to conserve fuel and has published a booklet, "14 Ways to Save Gasoline", to be distributed through local dealers up and down the Atlantic Coast.

No changes have been announced by several of the large national oil companies. Gulf Oil Corp. will resume its *Screen Guild Show* on CBS Sept. 28, and apparently will not change the selling style of the commercial continuity. Neither has it switched from selling copy on the CBS *News Roundup* it sponsors each Sunday on the regular *Screen Guild* spot during the summer. Texas Co., which has turned over its 9-10 p.m. spot to the Treasury Department this summer, also has no policy change in mind, it was indicated. Shell Oil Co., which has virtually nationwide distribution, is continuing its national transcribed spot campaign without change.

Press Hearings

(*Continued from page 8*)

sons, citizens of the United States, for the purpose of disqualifying any persons belonging to a particular class because of their belonging to that class from holding radio broadcast licenses or receiving approval of their applications for such licenses or receiving approval of applications for the transfer of such licenses from others to them.

6. The Commission, being without authority to adopt a policy or rules concerning the matters specified in its Order No. 79, as elaborated in its Order No. 79-A, it is without authority to conduct any inquiry into the subject to determine what statement of policy or rules, if any, should be issued concerning applications for high-frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers or to determine what statement of policy or rules, if any, should be issued concerning future acquisition of standard broadcast stations by newspapers.

Argument Asked

7. The Commission is without authority to conduct a general inquiry into the newspaper publishing business pursuant to its Order No. 79, as elaborated in its Order No. 79-A, and as propelled in its questionnaire dated June 28, 1941, sent out to stations licensed by the Commission.

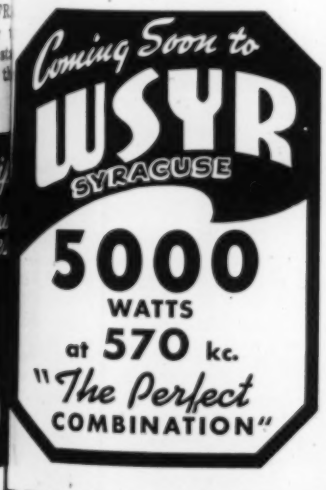
It is further moved that this motion be calendared for argument at the Commission's earliest convenience, argument heard thereon and consideration be given to a brief to be filed in support thereof and,

It is still further moved that the proceeding instituted by Order No. 79 be stayed until the Commission shall have considered and passed upon the points raised in this motion and,

It is still further moved that the motion be granted, that Orders No. 79 and 79-A be vacated and the proceeding instituted thereunder terminated.

KBKR Sold for $12,000

THE SALE for $12,000 of KBKR, Ore., a 250-watt outlet on 1500 kc., was authorized by the FCC July 16. Purchaser from Louis P. Thornton, who established the station in December, 1939, is the Baker Broadcasting Co., in which Paul V. McElwain, auto dealer of Marshfield, Ore., with his wife own 65½ shares of stock; Glenn E. McCormick, Eugene, Ore., 19 shares; Lulu C. McCormick, 1 share.



ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JULY 12 TO JULY 18, INCLUSIVE

Decisions . . .

JULY 16

NEW, Southwest Broadcasters Inc., Las Vegas, N. M.—Granted CP new station 1230 kc 250 w unl.

NEW, Helena Broadcasting Co., Helena, Ark.—Granted CP new station 1490 kc 250 w unl.

NEW, General Electric Co., Schenectady—Granted CP new commercial television station Channel No. 3.

NEW, U of Illinois, Urbana, Ill.—Granted CP new non-commercial FM station 42.9 mc. 250 w unl.

NEW, Metro-Goldwyn-Mayer, Los Angeles—Granted CP new FM station 46.1 mc. 7,000 sq. mi.

NEW, CBS Hollywood—Granted CP new Class C FM station 43.1 mc.

KDAL, Duluth, Minn.—Granted CP change 610 kc increase 1 kw unl., directional N, move transmitter.

KLRA, Little Rock, Ark.—Granted CP move and install new transmitter, change to 1010 kc.

KFIO, Spokane—Granted CP new transmitter and antenna increase 250 w unl. change 1230 kc.

KHSL, Chico, Cal.—Granted CP increase 1 kw unl. directional, subject to duplicate ownership issue.

KBKR, Baker, Ore.—Granted consent to voluntarily assign license to Baker Broadcasting Co. for $12,000.

MISCELLANEOUS — **WIBU, Poynette, Wis.**, granted petition cancel hearing and renew license; **WCBS, Springfield, Ill.**, adopted order denying petition to intervene in grant new station Jacksonville, Ill.

DESIGNATED FOR HEARING—**NEW, George Johnston Jr., Birmingham**, CP new station 1340 kc 250 w unl., jointly with applications new stations of WBAM Inc. and Jefferson Broadcasting Corp., seeking like facilities; **WCAP, Asbury Park, N. J.**, modification license to share time with WCAM; **WCAM, Camden, N. J.**, modification license to share time with WCAP; **NEW, Roy St. Lewis, Norfolk, Va.**, CP new station 1230 kc 250 w unl., jointly with like application of Colonial Broadcasting Corp.; **WBRY, Waterbury, Conn.**, modification license change 560 kc decrease to 1 kw unl., move transmitter.

JULY 18

MISCELLANEOUS — **NEW, Mid-American Broadcasting Corp., Louisville**, granted leave amend petition; **WGRC, New Albany, Ind.**, same; **WTIC, Hartford**, withdrew petition intervene in above two cases; **NEW, James F. Hopkins Inc., Ann Harbor, Mich.**, granted dismissal without prejudice application 1600 kc 1 kw unl.; **WTEL, Philadelphia**, hearing continued to 9-12-41; **WTNJ, Trenton**, application CP 1230 kc 1 kw unl. directional dismissed without prejudice; **WDAS, Philadelphia**, granted motion sever dockets and hearing involving **WCAM, WCAP, WTNJ** continued to 8-22-41; **KFRO, Longview, Tex.**, granted continuance hearing to 9-17-41.

Applications . . .

JULY 12

WOKO, Albany, N. Y.—CP new transmitter and directional, change 640 kc, increase 5 kw unl.

NEW, World Wide Broadcasting Corp.—CP new international station share all frequencies with WRUL, WRUW.

NEW, Pulitzer Publishing Co., St. Louis—Amend applic. new FM station to 45.5 mc, 11,301 sq. mi., 1,797,700 pop.

KFXJ, Grand Junction, Col.—CP 1280 kc increase 500 w N 1 kw D.

KVOS, Bellingham, Wash.—CP new transmitter (KIRO's old transmitter), change 790 kc, increase 1 kw.

KTRN, Tacoma, Wash.—Modification CP new station 1430 kc 1 kw unl. directional.

JULY 16

NEW, Allen B. DuMont Labs., New York—CP new commercial television station on Channel No. 6.

KTHS, Hot Springs, Ark.—Voluntary assignment license to Southland Radio Corp.

KTHS, Hot Springs, Ark.—CP increase 50 kw with 250 w amplifier share time KRLD install and move new transmitter.

NEW, Dimple Broadcasting Co., Columbia, Tenn.—CP new station 1240 kc 250 w unl., facilities of WSIX.

NEW, Coastal Broadcasting Co., New Bern, N. C.—CP new station 1450 kc 250 w unl.

NEW, Louisiana Communications Inc., Baton Rouge, La.—CP new station 1400 kc 250 w unl.

WSAU, Wasau, Wis.—Authority to transfer control to W. E. Walker from M. F. Chapin by purchase of 5 shares of stock.

KVNU, Logan, Utah—CP change 660 kc install and move new transmitter, new antenna.

NEW, Edwin A. Kraft, Kodiak, Alaska—CP new station 1230 kc 250 w unl.

NEW, Paul Forman Godley, Newark—CP new station 1230 kc 250 w unl.

JULY 18

NEW, News Syndicate Co. Inc., New York—Amend CP new FM station to 47.9 mc.

NEW, New Haven Broadcasters, New Haven—CP new station 1200 kc 1 kw limited time.

WKZO, Kalamazoo, Mich.—Modification CP change type transmitter.

WKEU, Griffin, Ga.—CP increase 250 w unl., move transmitter, change antenna.

WSIX, Nashville, Tenn.—Modification CP increase 5 kw unl., install new transmitter.

NEW, Don Lee Broadcasting System, Hollywood—CP new commercial television station (formerly W6XAO) on Channel No. 1.

Tentative Calendar . . .

Investigation to determine policy of newspaper ownership in radio under Order 79 at auditorium, National Archives Bldg., Seventh & Pennsylvania Ave., Washington (July 23).

WABY, Albany, N. Y., modification license 1210 kc 250 w (July 23).

NEW, Mid-America Broadcasting Corp., Louisville, Ky., CP new station 1080 kc 1 kw N 5 kw D directional; **NEW, Northside Broadcasting Co., Louisville, Ky.**, CP new station 1080 kc 5 kw unl. directional (consolidated hearing, July 23).

NEW, West Allis Broadcasting Co., West Allis, Wis., CP new station 1480 kc 250 w D (July 23).

WTEL, Philadelphia, CP 1500 kc 250 w unl. (July 24).

WCAM, Camden, N. J., license renewal and modification license; **WCAP, Asbury Park, N. J.**, license renewal and modification license; **WTNJ, Trenton, N. J.**, license renewal and CP 1230 kc 1 kw unl directional; **WDAS, Philadelphia**, CP 1260 kc 1 kw N 5 kw D directional N (July 25).

KONB, Omaha, CP new station 1500 kc 250 w unl.; modification under CP (consolidated hearing, Aug. 12).

KWK, St. Louis, CP 680 kc 50 kw unl. directional (Aug. 14).

NEW, The Gazette Co., Cedar Rapids, Ia., CP new station 1600 kc 5 kw unl., directional N; **NEW; Brainerd-Bemidji Broadcasting Co., Brainerd, Minn.**, CP new station 1 kw unl. (consolidated hearing, Aug. 14).

Shell Oil Returns

SHELL OIL Co., San Francisco, out of network radio since 1936, through J. Walter Thompson Co., that city, on Aug. 7 starts sponsoring a weekly half-hour program *Shell Goes to a Party*, on 7 CBS Pacific Coast stations (KNX KSFO KARM KROY KIRO KOIN KFPY), Thursday, 9:15-9:45 p.m. (PST). Contract is for 13 weeks in a West Coast test preliminary to going transcontinental in late fall. Art Linkletter is to m.c. the weekly program, tentatively planned to originate from the homes and parties of Hollywood celebrities. Paul Rickenbacker, assistant to Daniel Danker, Southern California vice-president of the agency, is to produce.

Vick Plans Test

VICK CHEMICAL Co., New York, on July 28 will start a 13-week test of *News for Women* with Andre Baruch, Monday, Wednesday and Fridays, 3-3:15 p.m., on 14 CBS stations. The program will include weekly pickups from Europe and interviews with prominent women. Morse International, New York, is agency.

Mazola to Expand

CORN PRODUCTS Co., New York (Mazola), is sponsoring 20 chain-break announcements weekly on WPRO, Providence, and is planning to expand the campaign into New York State later this month, according to C. L. Miller Co., New York, agency in charge.

KORN, Fremont, Neb., license renewal; transfer of control (consolidated hearing, Aug. 15).

WIBG, Glenside, Pa., license renewal (Aug. 27).

KGO, San Francisco, license renewal (Sept. 19).

KOA, Denver, license renewal (Sept. 19).

WMAL, Washington, license renewal (Sept. 19).

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

The preferred advertising choice of more radio stations than all other trade publications combined . . . proved the preferred reading medium of time buyers coast-to-coast in every survey. ★

★ **Ask about these five surveys:** *Transcription Firm Survey, West Coast Station Survey, Station Representative Survey, Midwest Station Survey, Eastern Stations Survey.*

Experimental Rul... Discarded by FC...

Special Authorizations N... Placed on Revised Status

ADOPTING a new procedure ... eliminate special experimental ... thorizations, which were banne... under the new broadcast rules ... force during the last two years, t... FCC last Wednesday approved ... suance of "special service auth... izations" to a half-dozen statio... heretofore holding the experime... tal grants on a month-to-mon... basis.

The Commission said the ne... type of authorizations would e... pire simultaneously with the re... lar license of the stations affect... "subject to the express conditi... that it may be terminated by t... Commission at any time witho... advance notice of hearing, if in ... discretion the need for such actio... arises."

Date Deferred

The Commission directed th... upon the issuance of the new au... thorizations the outstanding spe... cial experimental authorizations ... should be cancelled. Whereas spe... cial experimentals had been banned ... since the new rules became effective ... on Aug. 1, 1939, the FCC from time ... to time has deferred the effective ... date to take care of the outstanding ... grants.

Stations given the new "special ... service authorizations", to accom... modate their operation with full... time until such time as regular ... authorizations are forthcoming, in... clude KVOO, Tulsa; KFAB, Lin... coln; WAPI, Birmingham; WBAL, ... Baltimore; WBBM, Chicago, and ... KTHS, Hot Springs.

CBS FINDS RECORD IN 1940 BILLINGS

CLAIMING its sixth straight year ... of attracting a greater share of the ... nation's 100 leading advertisers ... than any other network, CBS last ... Thursday announced that 56 of the ... 100 had used time on CBS during ... 1940. Tied in with CBS record gross ... billings for 1940, amounting to ... $41,025,549, this makes 1940 the ... network's best year from several ... angles, according to CBS.

The CBS breakdown showed that ... 56 of the 100 leading advertisers ... used CBS, 41 used NBC-Red, 33 ... NBC-Blue and 14 MBS. CBS also ... achieved a decisive margin among ... advertisers using only one network, ... it was indicated, with 18 using only ... CBS, eight using NBC-Red, six using NBC-Blue and three MBS. According to the 1941 BROADCASTING Yearbook Number NBC-Red gross billings for 1940 amounted to $39,955,322; NBC-Blue $10,707,678; MBS, $4,767,054.

Among advertisers using more than one network in 1940, 38 used CBS, 33 used NBC-Red, 26 used NBC-Blue and 11 used MBS, the CBS figures indicated. For 1939 comparable figures were 39 for CBS, 33 for NBC-Red, 25 for NBC-Blue and 10 for MBS.

Network Accounts

All time EDST unless otherwise indicated.

New Business

EMERSON DRUG Co., Baltimore (Bromo-Seltzer) on Aug. 4 starts *Joe Pop* on 54 CBS stations to be expanded by Nov. 17 to 73 stations, Monday 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

HOWARD CLOTHES, New York, on Sept. 28 starts *The Adventures of Bulldog Drummond* on 8 MBS stations, Sun., 6:30-7 p.m. (EST). Agency: Redfield-Johnstone, N. Y.

Renewal Accounts

SPERRY FLOUR Co., San Francisco (flour, cereals), on Aug. 11 renews for 52 weeks *Sam Hayes*, newscaster, on 6 NBC-Pacific Red stations. (KFI KPO KGW KOMO KHQ KMJ). Mon. thru Sat., 8-8:15 a.m. (PST). Agency: Westco Adv. Co., San Francisco.

LEWIS-HOWE Co., St. Louis (Tums), on July 11 renewed *Treasure Chest* on 69 NBC-Red stations, Tues., 7:30-9 p.m., Agency: Stack-Goble Adv. Agency, Chicago.

MILES LABS., Elkhart, Ind. (Alka Seltzer, One-A-Day Vitamins), on Aug. 25 renews for five weeks *Lum & Abner* on six NBC-Red West Coast stations, Mon., Tues., Thurs., Fri., 7:15-7:30 p.m. (PST). Agency: Wade Adv. Agency, Chicago.

MARS Inc., Chicago (candy bars), on July 29 renews for 52 weeks *Dr. I. Q.* on 89 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

PROCTER & GAMBLE Co. of Canada, Toronto (Oxydol) on July 1 renewed *Ma Perkins* on 25 Canadian Broadcasting Corp. stations, Mon. thru Fri. 3:15-3:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

PROCTER & GAMBLE Co. of Canada Ltd., Toronto (Camay), on July 1 renewed *Guiding Light* on 25 Canadian Broadcasting Corp. stations, Mon. thru Fri. 3:30-3:45 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co. of Canada, Toronto, on July 1 renewed on 25 Canadian Broadcasting Corp. stations. *Mary Marlin* for Ivory Snow, Mon. thru Fri. 2-2:15 p.m., and *Against the Storm* for Ivory Bar Soap, Mon. thru Fri. 3-3:15 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co. of Canada, Toronto, has renewed 5 French programs on CBF, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec City—*Vie de Familie* for Chipso, Mon. thru Fri. 10-10:15 a.m.; *Courier Confidant* for Camay, Mon. thru Fri. 10:15-10:30 a.m.; *Quelles Nouvelles* for Barsalou, Mon. thru Fri. 12:30-12:45 p.m.; *La Rue Principale* for Oxydol, Mon. thru Fri. 2:15-2:30 p.m.; *La Pension Velder* for Ivory and Oxydol, Mon. thru Fri. 7-7:15 p.m. Agencies: Pedlar & Ryan, N. Y.; Compton Adv., N. Y.; Blackett-Sample-Hummert, N. Y.

STERLING PRODUCTS, Windsor, Ont. (Bayer Aspirin) on July 20 renewed *Album of Familiar Music* on Canadian Broadcasting Corp. stations, Sun. 9:30-10 p.m. Agency: Blackett-Sample-Hummert, Chicago.

Gen. Richardson, Public Relations Head, Named to Command 7th Army Corps

IN A MOVE designed to bring younger and more vigorous officers to major posts in the rapidly expanding Army, the War Department last Wednesday announced that Maj. Gen. Robert C. Richardson Jr., director of the Bureau of Public Relations, had been named to command the Seventh Army Corps, Birmingham.

Gen. Richardson, who came to Washington last March from Fort Bliss, Tex., where he was commandant, was directly responsible for an awakened interest in radio on the part of the War Department and the Army. He directed the expansion of the radio branch of the bureau of public relations which he made a separate entity in the public relations setup.

Achieves Cooperation

Radio previously had been grouped with motion pictures. Since Gen. Richardson's arrival, the War Department has constantly turned to radio both in promoting recruiting drives and portraying the work of the Army to the public.

Gen. Richardson, along with Gen. George Marshall, chief of staff, believes in complete frankness with radio and press. Working together they have established what many Washington observers call the best War Department "press and radio" in modern times.

While his departure will be keenly felt in radio circles, it is assumed his successor, yet to be named, will continue the policies he laid down as the War Department's first director of public relations.

[Officials of the radio branch said that J. N. (Bill) Bailey, former news editor of WLW-WSAI, Cincinnati, will probably join the War Department as soon as his status is cleared with the Civil Service Commission.]

Serial Cast Intact

CBS DRAMATIC serial *Woman of Courage*, heard five times weekly, 10:45-11 a.m., on July 21 starts its third year on the air with the original cast intact. Program is sponsored by Colgate-Palmolive-Peet Co., Jersey City, for Octagon products through Ted Bates, New York, and for Crystal White, through Sherman & Marquette, Chicago.

Network Changes

GALLENKAMP Stores Co., San Francisco (shoes), on July 11 switched *Here's the Clue* on 3 CBS California stations (KNX KSFO KARM), from Thurs., 6:45-6:50 p.m. (PST), to Fri., 8:45-9 p.m. (PST). Agency: Long Adv. Service, San Francisco.

GENERAL FOODS, Toronto (Grape Nut Flakes, Baker's Cocoa) on July 24 for four weeks replaces *Henry Aldrich* with *Funtime With Woodhouse & Hawkins* on 25 Canadian Broadcasting Corp. stations, Thurs. 8:30-9 p.m. Agency: Baker Adv. Agency, Toronto.

I SURRENDER!, exclaimed Jack Rathbun, program director of WJHP, Jacksonville, Fla., after trying to explain why Blitch's copy for 12 noon wasn't ready until 12:15; what happened to the four sound effects on Finkelstein's chain break; where were the 25 availabilities for Jan. 2, 1958. Pointers of accusing fingers are (l to r) Ira Koger, sales manager; Fred Rabell, Royce R. Powell, salesmen.

WRIGLEY STARTS DEALER CAMPAIGN

WILLIAM WRIGLEY JR. Co., Chicago (Spearmint gum), in a nationwide local dealer promotion, is placing a total of 13 transcribed quarter-hour programs on about 600 stations. The programs, to be heard over a period of three weeks on each station starting July 30, will dramatize, through the character of Scattergood Baines, the service that the local retailers render the community. The programs will be timed to coincide with the appearance of the RKO Scattergood Baines movie at local theatres.

"We are localizing Scattergood Baines," explained Wrigley's advertising manager, Henry L. Webster, "and we want the smaller stations as well to have an opportunity to get the business and localize the program." Stations must agree, however, to use merchandising aids furnished them and to broadcast 10 one-minute spot announcements promoting the program. Arthur Meyerhoff & Co., Chicago, is agency.

Wetzel Succeeds Harris

MAURICE WETZEL has been appointed assistant production manager of the NBC Central Division, succeeding L. G. (Bucky) Harris who recently resigned to join Grant Adv., Chicago. Mr. Wetzel has been in the industry since 1921 when he started a station in Grand Rapids, Mich. He was later connected with WCFL and KYW in Chicago, leaving KYW in 1932 to join the production staff of NBC Chicago as assistant to C. L. Menser, production chief. Formerly manager of the NBC Central Division electrical transcription division for several years, and a pioneer in the development and promotion of the NBC Thesaurus, Mr. Wetzel rejoined the NBC Chicago production staff in October, 1940.

Mr. Wetzel

"Daddie, who are the diplomatic relations WFDF Flint Michigan talks about?"
"My boy, there are no such people."

INS

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Large Advertisers Favor Networks in Budgets for Year

Medium Enjoys a Lead Over Newspapers, Magazines

AMERICA'S 50 leading advertisers, all spending more than $1,000,000 during 1940 in various media, spent $71,257,820 for network radio, or 37.4% of the $190,553,685 total spent in the three principal media, network radio, newspapers and magazines, according to an analysis issued last Tuesday by the NBC research division.

Of this total, $63,316,721, or 33.2%, was for newspapers, and $55,979,144, or 29.4%, for magazines, giving network radio a 12.5% lead over newspapers, and 27.3% lead over magazines.

Other Breakdowns

Of the 50 advertisers, 40 used all three media, spending 27.3% more for network time than for newspaper space and 51.9% more for network time than for magazine space. Total expenditures in the three media for the 40 advertisers amounted to $174,143,342, of which radio received $71,257,820, or 40.9%, newspapers $55,978,202, or 32.2%, and magazines $46,907,320, or 26.9%.

Further breaking down the expenditures of the leading advertisers, 50% of the 40 who used the networks, or 20 advertisers, were found to spend more for network time than for space in either newspapers or magazines, or a total of $52,683,435 on NBC-Red and Blue, CBS and MBS, the four major networks. The analysis shows both NBC networks receiving $31,271,280, or 59.4%, of this total; CBS $21,264,787, or 40.3%, Mutual $147,368 or .3%.

Both newspaper and magazine figures for this analysis were taken from reports of the American Newspaper Publishers Assn.

20 LARGEST ADVERTISERS FAVORING NETWORK RADIO IN 194

Rank	Advertiser	Three Media	Network Radio	NBC Total	NBC-Red	NBC-Blue	CBS	
2	Procter & Gamble	$15,634,634	$10,999,416	$ 8,759,452	$ 8,127,805	$ 631,647	$ 2,239,964	$
6	General Foods	8,915,426	5,887,349	1,794,830	1,392,910	401,920	4,092,519	
8	Sterling Products	7,355,317	5,974,999	5,001,680	3,566,212	1,435,468	874,146	
9	Colgate	6,801,077	4,334,222	965,516	729,636	235,880	3,368,706	
12	Campbell Soup	5,625,016	4,044,389				4,044,389	
13	Standard Brands	4,113,340	1,504,199	1,504,199	1,423,235	80,964		
14	General Mills	3,901,694	3,139,652	2,495,735	2,495,735		643,917	
15	American Home Products	3,404,964	2,821,739	1,909,117	254,790	1,654,327	912,622	
16	Brown & Williamson	3,365,685	2,972,755	1,814,033	1,553,777	260,256	1,158,722	
21	National Dairy Products	2,947,686	1,497,639	1,339,299	1,339,299		158,340	
25	Philip Morris	2,413,319	1,608,211	704,868	594,912	109,956	855,148	
27	Andrew Jergens	2,200,238	1,033,807	1,033,807	515,100	518,707		
28	Quaker Oats	2,016,767	955,756	955,756	955,756			
35	Miles Laboratories	1,574,984	1,393,382	1,393,382	853,566	539,816		
36	Wm. Wrigley, Jr.	1,525,600	1,368,224				1,368,224	
41	Pepsodent	1,275,720	624,910	624,910	546,286	78,624		
44	Prudential Insurance	1,225,377	724,655				724,655	
45	Sun Oil	1,214,641	676,712	676,712		676,712		
49	Lady Esther	1,116,100	554,899	37,104	37,104		517,795	
50	George A. Hormel	1,113,522	566,520	260,880	260,880		305,640	
	Total	$77,741,107	$52,683,435	$31,271,280	$24,647,003	$ 6,624,277	$21,264,787	

CBS and NBC Cancel Rome Programs; Harry Flannery Reinstated by Berlin

BOTH CBS and NBC have canceled all scheduled broadcasts from Rome following action of the Italian Government in establishing a far-reaching rule imposing new and increasingly rigid censorship restrictions.

Definite cancellation of the broadcasts came July 12, after the networks' Rome correspondents had notified New York headquarters of the Italian move.

David Anderson, NBC correspondent in Rome, is scheduled for transfer either to Stockholm, where he formerly was stationed, or Moscow, according to A. A. Schechter, NBC director of news and special events.

Jordan to Return

Athough the CBS Rome correspondent, Charles M. Barbe, probably will leave Rome for Bern, Switzerland, no indication of his future location was given by Paul White, CBS director of public affairs. Meantime, Max Jordan, head of the NBC continental news staff, was to leave New York by clipper late last week for Basle, following a vacation of several months in this country.

According to a cable to Mr. White from Mr. Barbe, the new Italian regulations provide:

1. An increase of German censorship of all news, including specal daily instructions to Rome Radio from Berlin covering forbidden and permitted items; the permitted items may not now be released from Rome until after their appearance in the DNB Agency reports.

2. Use of live news from Italy before its appearance in daily newspapers is not permitted; exclusive material is completely deleted.

3. Blanket restrictions on all reports of anti-American activities and heckling incidents.

4. Discussion of scripts with censors is prohibited, and scripts must be submitted several hours in advance of broadcast periods.

5. All modifying and explanatory passages are stricken from [illegible] news, thus forcing the broadcaster of propaganda, a script shortened length or cancellation of the entire program.

6. No "tying up" of Italian war communiques is permitted (this was taken to mean that the correspondent was not allowed to contrast these communiques with those of previous days or with those from other nations).

Flannery Reinstated

The Rome incident occurred almost the same time the German Government reinstated Harry Flannery, CBS Berlin correspondent, and allowed CBS to resume pickups from the Reich capital. CBS on July 12 carried its first Berlin pickup since June 28, when Berlin authorities ruled CBS off the air because of remarks made by CBS Commentator Elmer Davis after an interview between Flannery and P. G. Wodehouse, British author now held in Berlin.

CBS' immediate response to the German action had been to advise Mr. Flannery that under no circumstances was he to compromise the integrity of his reporting to keep the Berlin post on the air.

Reich authorities later offered to allow a resumption of CBS service if accompanying commentaries were kept free from "tendentious" statements against Germany. CBS answered that its program policy barred such comment anyway, declaring that if it returned Berlin to the air, CBS must be free to administer its program policy itself without dictation from any foreign Government

On July 10 the German officials offered to reinstate CBS pickups on condition that opening and closing announcements of the pickups be handled in Berlin. CBS accepted the offer since it involved no change from established practice, when correspondents introduce themselves at the beginning and sign off at the end of their appearances.

A third CBS European correspondent, Betty Wason, formerly stationed at Athens, is understood to be in Lisbon awaiting passage to the United States.

National Anthem Order Handed Down by Petrillo

UNDER a modified order sent out last Tuesday to the entire AFM membership by James C. Petrillo, president of the American Federation of Musicians, bands and orchestras, including those appearing on broadcasts, must play the National Anthem before and after each performance. The Tuesday notification, which authorized local union discretion in enforcing the order, followed the original order sent to AFM locals July 10 flatly requiring the playing of "The Star Spangled Banner".

Indicating that orchestra members in some cases may have to play the anthem on their own time, and that they should do so if they have a listening audience, Mr. Petrillo made it clear that the sponsor of commercial programs still had the right to determine what music is played on his broadcasts. He commented that it was not his intention to insist that the anthem be included on every program, althought in cases where there was a studio audience, the musicians should play the anthem before the program goes on the air and after it is signed off.

FRENCH FROM BOSTON made its debut June 30 as WBOS, 50,000-watt shortwave adjunct of Westinghouse radio stations took the air with its first beamed French broadcast to Europe, while WBZ-WBZA and WBOS officials looked on. Standing (l to r) F. M. Sloan, WBZ-WBZA plant manager; C. S. Young, acting general manager, WBZ-WBZA-WBOS; F. P. Nelson, Westinghouse director of international broadcasting, and John F. McNamara, program director WBZ-WBZA. Seated, Streeter Stuart, Spanish and French announcer, WBOS, and Nicolas DeVyner, French announcer of the international station.

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